



Executive Coaching Program: How Brussels works

This is a combination of a master-class on European affairs and of practical tips on advocacy, lobbying and how to approach the different actors in the Brussels arena.

The program provides an overview of how Brussels works, it identifies the main EU institutions and how they interact, how to structure an effective lobbying campaign, do's and don'ts on advocacy and lobbying, how European and Global interests can be represented in Brussels as well as a detailed political analysis of recent developments at EU level. Participants use a case study to put the material discussed during the program into practice.

The program is designed for those executives who have to deal with the European Union and would like to have an expert view on how to be effective in this arena.