



# Advocacy Academy

**YOUR PUBLIC AFFAIRS LEARNING SOLUTION**

# Advocacy Academy Online & Workshop Catalogue

## STEP 0: INTRODUCTION TO ADVOCACY

- Advocacy Strategy's 7-steps of Advocacy Method
- What is Public Affairs, Advocacy and Lobbying?
- What is Influence for Advocacy?
- Value Management in Advocacy
- Advocacy and Artificial Intelligence

## STEP 3: POSITION

- Using Stories for Advocacy Impact
- Enhancing Public Affairs Communication through AI-Powered Writing
- How to do Stakeholder Mapping
- How to Write Compelling Position Papers
- Develop Messages and Build a Message House
- How to Translate Technical and Scientific Information for non-experts

## STEP 1: PRIORITISATION

- From Issues to Advocacy Priorities
- Setting SMART Advocacy Objectives
- Political Forecasting

## STEP 4: INFORMATION MANAGEMENT

- Choosing the Right Information Management & Public Affairs Software

## STEP 6: MANAGE

- Action Plans and GANTT Charts
- Advocacy KPI and Dashboards

## STEP 7: EVALUATE

- Defining and Measuring Success in Public Affairs

## STEP 2: Intelligence

- Monitoring and Intelligence Gathering Strategy
- How to Produce High Impact Monitoring Alerts
- Introduction to Research for Advocacy

## STEP 5: ENGAGEMENT

- Direct and Indirect Engagement Strategies
- The Ideal Echo Chamber and How to Build it
- Planning a Meeting with a Stakeholder / Policymaker
- Introduction to Negotiations for Advocacy
- Planning a Successful Advocacy Event
- Types of Coalitions and How to Build them
- Effective Listening for Advocacy
- Successful Stakeholder Engagement
- Strategic Association engagement

# Advocacy Academy Online Trainers



**Dr Alan Hardacre**  
CO FOUNDER

Advocacy Academy / Advocacy Strategy



**Dr Paul Shotton**  
CO FOUNDER

Advocacy Academy / Advocacy Strategy



**Jennifer Smits-Kilgus**  
Planning a meeting/event



**Laura Shields**  
The Art of Influence



**Andras Baneth**  
Communicating to  
Non-technical Audiences



**Tiffany Watkins Ahern**  
Stakeholder Engagement



**Stephen Massey**  
KPI Dashboards



**Dr Adam William  
Chalmers**  
Using AI for Writing



**Rajash Rawal**  
Storytelling



**Wilbur Perlot**  
Negotiation for Advocacy



**Paul Beijer MBA**  
Managing Value in  
Government Relations

## **Aaron McLoughlin (Public Affairs Expert):**

"Advocacy Academy is the guide I wished for as a newcomer in Brussels. It offers expert videos and a blueprint for effective public affairs, with practical, jargon-free advice."

## **Tereza Dordia (Experienced Professional):**

"Transformative and strategic, Advocacy Academy provides the insights and framework needed for effective public affairs and corporate communications."

## **Andoni Iriondo Otxotorena (Young Professional):**

"Advocacy Academy enhanced my job prospects with its user-friendly platform and targeted learning. It's a goldmine for anyone serious about a career in advocacy."

# Get in touch to discuss your Public Affairs capability needs



ADVOCACY  
ACADEMY

#MasteringAdvocacy



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