



TAILOR-MADE TRAINING KEY TOOLS AND STEPS FOR A SUCCESSFUL ADVOCACY

HOW NON-PROFIT ORGANISATIONS CAN GET DECISION-MAKERS TO STAND UP FOR THEIR CAUSE AND CASE

This training course concentrates on how to do successful advocacy and lobbying in general with all types of public authorities. **It is however a tailored course.**

Based on an initial discussion and assessment of your needs & expectations, and of the level of experience of your participants, we make every course a personalised experience that will help you reach success in advocating your ca(u)se.

LEARNING OBJECTIVES

Participants will:

- Acquire the knowledge of the necessary steps for a successful advocacy
- Learn key tools to impact decision-makers
- Know how to develop an advocacy strategy which leads to results
- Share experience and develop powerful team work
- Build self-confidence and develop personal impact

INDICATIVE CONTENT *(will vary according to your needs)*

- Analyse the external and internal context
- Define clear short, medium and long term objectives
- Identify the relevant interlocutors and advocacy targets
- Develop necessary alliances
- Select the right message, at the right time, for the right people
- Choose impactful advocacy tools
- Elaborate an efficient action plan
- Evaluate and follow-up

METHODOLOGY

Our added value:

- A collaborative, participatory, active, serious but playful approach
- Involvement of each participant and ownership of the learnings
- A mix of theory and practice in an active way

PARTICIPANTS

- Representatives of Non-Profit Organisations, such as NGOs, Foundations, Trade Unions or Associations

LENGTH AND PLACE

- Usually 2 days – to be adapted to the needs of the organisation
- In Brussels or anywhere else