



New Format
New Contents

Social Networks: A new component in European Lobbying

A half-day programme on how to deal with **Existing and Upcoming Social Network Tools**

Seminar dates:

29/06/2010

30/11/2010

The European Training Institute, upon request of a growing number of clients, is proud to propose a new programme on social networks and their potential use for private entities, public authorities and the civil society.

In partnership with Taraxacoms, the training will be delivered by **Antoine PEETERS**:

▶ Antoine advises Brussels-based organisations on how to add the power of Web 2.0 to their traditional communications and public affairs activities.

Studies in Belgium, Ireland and France gave Antoine a solid grounding in European public affairs and, driven by his triple passions for the web, communications and politics, he relentlessly pursues a clear understanding of social behaviours and the logic and emotions that influence decision-making.

Before setting up Taraxacoms, Antoine worked for a public affairs consultancy and a large Brussels-based trade association, where he continues to manage online communications.

This training is addressed to any person engaged into European Public Affairs and Communication in Corporate, NGO's, Associations and Institutions

and by **Hugh BARTON-SMITH**:

▶ The online community Hugh started in May 2009 for the International Association of Business Communicators in Belgium, reached 200 members in less than 9 months and continues to grow. The network hosts the Web2EU movement linking social media pioneers in the European institutions with the worlds of blogging, consulting and lobbying. Together they are seeking ways for the online EU 'conversation' to be heard outside the Brussels beltway.

Hugh has over 20 years' experience as a communicator in both the private and public sectors. His career in France culminated in managing direct marketing projects across Europe for blue-chip clients at the Paris agency of the renowned Ogilvy network. He joined the European Commission in 2004 to develop communication projects at DG Enterprise and Industry. Currently he uses his firm grasp of EU policy in briefing MEPs at the Parliament.

14.00 **Welcome and review of participants experience/expectations**

14.15 **Is Web 2.0 more than just another number?**

- What does web 2.0 cover?
- Where does it come from?
- How extensive is it?
- Who is using it? Is it really significant?
- How does it revolutionise/change the (communication) world?
- thinkingoutofthebox: a new approach, a new paradigm
- How could it develop in the future?
- Why should I care?

15.00 **What's the buzz in Brussels?**

- What's happening at EU level?
- How big could it become?
- Can it really impact debate in Brussels?
- Who is using it? What are the key networks?
- How are the institutions approaching social media?
- How does it / could it / will it impact public affairs and relations with decision-makers?

15.45 Coffee Break

16.00 **How can I put the 2.0 in my 2020 strategy?**

- Why might I want to use social media for PA in Brussels?
- Do I need a strategy? What do I need to build one?
- How do I integrate it with traditional PA?
- How do I reach key EU players?
- How can I gain influence and leverage people power?
- What should I avoid?
- And what about crisis management?
- How much does it cost? And how much could I save?
- Case study

17.15 **What do I need to get started?**

- Tools
- Basics
- Tips to save time
(including a list of key EU-related twitter accounts and blogs to follow)

17.45 **Wrap up discussion**

18.00 End of the Seminar

<http://www.e-t-i.be>

<http://taraxacoms.eu/>

“Social Networks: a new component in European Lobbying”

June 29, 2010

November 30, 2010

Please type or print clearly in black, with capital letters.

Personal details

Mr /Mrs / Ms

Surname

First name(s)

Nationality

Date of birth

Company + Business address

Main field of activity

Position/occupation

Phone/Mobile

Fax

E-mail

@

Billing details

Company

Contact Name

Address

VAT n° (compulsory)

Phone

Fax

E-mail

@

Enrolment fee € 400 (+ Belgian VAT when applicable)

Special discount for our partners. Please specify:

The **total amount** must be **paid upon receipt of the invoice and prior to the course beginning**

Payment details

Options:

Transfer to **ETI account 143-0638232-73** Fortis Bank, BIC : GEBABEBB, IBAN : BE27 1430 6382 3273

Av Jules de Trooz 11, B-1150 Brussels (Belgium)

VISA or MasterCard n°

Code

Expiry Date ____ / ____

Please include your full contact details (Name, Company, Seminar and date of seminar)

Cancellation policy:

Over 30 days before Programme beginning	20% of the amount
29 to 15 days before Programme beginning	50% of the amount
14 to 8 days before Programme beginning	75% of the amount
Less than 8 days before Programme beginning	the total amount

Each transfer of registration to other course dates filed later than one month prior to seminar beginning will be charged an extra 20% for administrative costs. No additional charge for qualified substitute participants.

ETI reserves the right to cancel the seminar at the latest 2 weeks before the start date. A full refund of course fees will be allowed, but ETI is not responsible for any other costs incurred (transports, hotels, etc.)

Date

Signature

This Enrolment Form should be returned completed and signed to:

European Training Institute, 57 Rue Froissart, B-1040 Brussels • Phone: +32(0)2 400 77 30 • Fax: +32(0)2 732 75 25

Your name and address will be part of the European Training Institute group database for our mailing purpose only. You have the right to access and modify this data and to consult the Register of the Commission for Private Life Protection.