

Part one: introduction

On the decision making

- Community Method
- Co-decision procedure
- Basic aspects of comitology

Lobbying in Brussels

- Guidelines for an individual Participation Method
- Preparing a strategy
- Defining objectives
- Alliances
- Action plan in line with EU legislative pipe
- Monitoring and information sources
- Agenda

- Balance of Powers (examples)
- Diverging interest: national lines, political lines
- Stakeholders mapping

- Toolbox
- Contact programme (who and when)
- Indirect influence

Part two: institutional lobbying

The EU commission

- Presentation of the role of the EU Commission
- The Commission and the community method
- How the Commission operates and how to approach the Commission
 - The Commission work programme*
 - Consultation process: on line, hearings. White and Green books*

Cases and tips

- The Brussels Village
- 12 Definitive tips for effective lobbying (BM recipe for Brussels Lobbying)
- Presentation of cases and discussion with the participants
- Ethical remarks

- Code of conduct
- Register
- Professional associations
- From ethics to morale

Interactive part

- Each participant outlines about information sources, building a network
- Presenting arguments, writing a position paper, looking for allies
- Anticipating actions/legislation
- Feedback

The Council

The role of the Council in the institutional triangle: where is the power?

How do the co-legislators find an agreement?

The role of the Presidency

The preparatory bodies: how do they work?

Coreper

Working groups

What happens outside the formal discussions: a lot!

Permanent Representations as lobbyists: external and internal lobbying

Influence of business organisation & NGOs: national and European lobbying

Who's and what's key in the decision making process

The voting weights of Member States/the power of arguments

The "dos and don'ts" in a negotiation

How and why does the content of a text evolve?

The surface/the substance: what is hiding behind a text?

The bigger picture/the technicalities

Several practical exercises based on

Directives and Council conclusions

The dynamics of a negotiation

Evaluating a political situation, defining compromises and drafting amendments

Compromises of compromises: is the text still understandable/efficient?

A game where everyone wins -or no one loses?

The European Parliament

Mysteries and mechanisms

The composition and functioning of Parliament committees and political groups

Voting procedures (voting in relevant Parliament committees, voting in plenary sessions)

Looking for documents on the Internet, work schedule and practical application

Key figures

Rapporteur, shadow rapporteur

Committee coordinator

Secretaries of political groups
Secretary of the relevant Parliamentary committee
Office of mailing

Channels for relationships and interaction

Parliamentary assistants
Other associated lobbies
The general and specialised press
Technical file
Viral communication

Amendment techniques at the European Parliament

How to prepare an amendment
How to introduce amended or corrected elements at the time of voting (oral amendment, voting list)
How to verify full adoption of approved amendments and linguistic compatibility

Session-ending practical exercise

Part three: Information and communication technologies

Understanding the challenges of editorial and online social tools (ICT)

Identity, relations, activities on the Web

- Summary of the 'Web 2.0' concept.
- Individuals have the power.
- Maslow's hierarchy of needs in relation to Web 2.0

Social networks: users become their own media

- Interaction with user-generated content
- Information, broadcasting, conversion on the Web

Online editorial tools

- Blogging, micro-blogging and nano-blogging.
- Case study: Wordpress, Facebook, YouTube/DailyMotion, Twitter
- Newsletters, RSS feeds, alerts

Which tools for which objectives?

- Information tools (case study: blog and newsletter, etc.)
- Broadcasting tools (case study: Twitter, Facebook, YouTube)
- Conversion tools (case study: newsletter)

Defining your online editorial strategy - one session

Which audiences? What interaction?

What editorial objective? Conversion, broadcasting, information

Choice of editorial tools

- Functional constraints: Technical means, resources, autonomy
- Editorial constraints: micro-, nano-content and metadata
- Formal constraints

Inventory and organisation of content

User database

Campaign themes

Preparation and creation of content

Setting up and launch

Preparing tools for putting online

Schedule for putting tools online and communication of launch

Creating an automatic chain with editorial tools

Assessment and fine tuning