



**ETI** EUROPEAN  
TRAINING  
INSTITUTE

ESL & Network group

Brussels' leading training centre in EU Public Affairs & Lobbying

# European Summer School

July 5-9, 2010

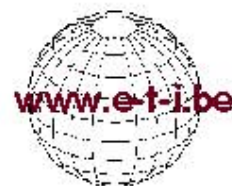
The European Summer School is a unique concept based on two pillars:

- ▶ A bridge between Academia and the Public Affairs world:  
"From graduates to young professionals"
- ▶ A perfect combination of: Professional training  
& preparation to the employment market

In association with:

**EUROPOLITICS**  
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**Enroll now!**



To know more about the European Training Institute, its Faculty  
and full range of Public and Customised Seminars, contact us:

57 Rue Froissart - B-1040 Brussels - Belgium

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[info@e-t-i.be](mailto:info@e-t-i.be)

# Day one - Monday 5 July

- 13:00 **What is Public Affairs?**
- ▶ Introduction of participants
  - ▶ Overview of the programme
  - ▶ Aims of the programme
  - ▶ What is PA
  - ▶ Identification of key actors

14:30 **Coffee Break**

- 14:45 **Global Overview of the EU Institutions**
- ▶ Role of the Institutions
  - ▶ Decision-making processes

16:15 **Coffee Break**

- 16:30 **Major EU Policy Areas**
- ▶ Enlargement
  - ▶ The Euro
  - ▶ Common Agricultural Policy
  - ▶ Justice & Home Affairs

18:00 **End of Day One**



# Day two - Tuesday 6 July

- 09:15 **The European Parliament**
- ▶ Structure & Powers
  - ▶ Culture of the Parliament
  - ▶ How to work with the Parliament
- 10:15 **Coffee Break**
- 10:45 **Visit to the European Parliament**
- 13:00 **Lunch at ETI premises**
- 14:00 **Visit to the European Commission (\*)**
- 15:30 **Visit to the “ European District ” (\*\*)**
- 17:00 **End of Day Two**

(\*) To be confirmed according EU agenda. If not possible, replaced by an exercise of Role playing on Negotiation

(\*\*) Idem



# Day three - Wednesday 7 July

- 09:15 **The European Court of Justice**
- ▶ Importance of law & legal instruments in the life of the EU
  - ▶ The ECJ & CFI: composition, procedures
  - ▶ Court of Auditors

10:45 **Coffee Break**

11:00 **The Role of the Permanent Representations** (-visit to be confirmed-)

12:30 **Lunch at ETI premises**

- 14:00 **NGOs and their role in Brussels**
- ▶ Lobbying & Campaigning
  - ▶ NGO Landscape
  - ▶ Organisation of NGO Platform
  - ▶ Key Dossiers & Influence
  - ▶ How to work with NGOs

15:00 **Coffee Break**

- 15:15 **The Role of Trade Associations**
- ▶ Lobbying & Campaigning
  - ▶ Trade Association Landscape
  - ▶ Organisation of Coalitions
  - ▶ Key Dossiers & Influence
  - ▶ How to work with Trade Associations

17:00 **End of Day Three**



# Day four - Thursday 8 July

- 09:00 **Monitoring EU News**
- ▶ How to follow the EU
  - ▶ Key national and international sources
  - ▶ Interpreting the news
  - ▶ Understanding the messages

10:15 **Coffee Break**

- 10:30 **The Techniques of Modern Lobbying**
- ▶ Golden rules: credibility, technical expertise, pro-activity, anticipation
  - ▶ How to write a position paper
  - ▶ How to create a coalition of interests

12:30 **Lunch at ETI premises**

13:30 **A Lobbying Case Study**

14:30 **Coffee Break**

14:45 **Europe in the World**

17:15 **End of Day Four**



# Day five - Friday 9 July

09:00 **Improve your chances of getting hired: From the initial Application to the Assessment Centre**

12:00 **Lunch at ETI premises**

13:00 **The Role of the Media**

14:15 **Coffee Break**

14:30 **The Constitutional Treaty / Scenarios for the Future: The EU in 2017**

- ▶ The development of the project
- ▶ The current situation
- ▶ Potential scenarios
- ▶ What challenges will PA professionals face in 10 years time?
- ▶ How will the EU & its neighbours look in 2016
- ▶ Best, worst, and probable outcomes

16:00 **Closing session**

- ▶ Conclusions
- ▶ Appraisals
- ▶ Certificate presentation

16:15 **End of Programme**

## **Our strengths**

- ▶ An interactive training programme
- ▶ A programme delivered by high-level Public Affairs practitioners
- ▶ A certified programme
- ▶ Affiliation to respected Universities
- ▶ An exceptional price

## **Conditions of acceptance onto the programme (\*)**

- ▶ Under 30 years of age
- ▶ CV & Covering Letter
- ▶ Good knowledge of European Union Affairs
- ▶ Approval of ETI's Academic Board

*- ETI reserves the right to modify the programme and to substitute the lecturers originally appointed by other qualified experts from among our visiting Faculty -*

(\*) All courses are delivered in English

Enrolment form : **European Summer School**  
July 5-9, 2010

Conditions of registration

- ▶ Please attach a CV and covering letter to your enrolment form
- ▶ Registration is subject to approval of ETI's Academic Board

*Please type or print clearly in black, with **capital** letters. Fields in bold are compulsory for the validation of the enrolment.*

**Personal details**

Mr /Mrs / Ms

**Surname** ..... **First name(s)** .....

**Nationality** ..... **Date of birth** .....

**Address** .....

**Main field of studies** .....

**Phone/Mobile** ..... **Fax** ..... **E-mail** ..... @ .....

**Enrolment fee € 835 (+ Belgian VAT when applicable)**

**Billing details (if different from above)**

**Contact Name** .....

**Address** .....

**Phone** ..... **Fax** ..... **E-mail** ..... @ .....

**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 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.