

European Training Institute

ESL
NETWORK

ETI

Brussels' leading training centre
in EU Public Affairs & Lobbying

in the partnership with



&

invite you to take part in



“Brussels meets Zagreb”

2 Training Modules in 5 Days

EU Funding & EU Affairs Training - a 2 module cycle on EU funding & EU Affairs (EU Institutions, Lobbying and Networking)

2011 Seminar Dates:

Module 1

Module 2

**“How to be successful
with EU Funding”**

**“Working with
the EU”**

February, 24-25, Zagreb

March 30-April 1, Brussels

Supported by:



Ministry of Science, Education and Sports

Association Partner:



Media Partners:

LIDER

privredni vjesnik

MORE

Why to take part in the programme “Brussels meets Zagreb”?



- Croatia will become 28th EU member state and it is expected to enter EU by 2012.
- The Structural Funds and the Cohesion Fund will be open for Croatia, 3,5 billion EUR of EU money will be available for Croatia in the first 2 years after accession.
- IPA, pre-accession funding for the current financial framework (2007-2013) is EUR 11.5 billion. IPA fund is open for Croatia and countries from SE European region, including Turkey.
- 75 % of all the decisions relevant for Croatian entrepreneurs will be coming in the future from Brussels.
- You will be able to learn about EU Affairs - EU funding – EU lobbying from top EU experts and to hear the best Croatian/regional success stories.



MISSION:

Our mission is to enable Croatia and future EU members from SE Europe to improve the knowledge and increase effectiveness in working with EU Institutions and EU stakeholders, with a special focus on EU funding.

PROGRAMME:

New 5 days training programme based on ETI methodology. Delivered by top EU experts & practitioners. Fully interactive, including EU funding cases & regional success stories. Lobbying cases & working group projects. Includes visits to the EU Institutions + 1 dinner with VIP guest speaker.

TARGET:

This seminar is the perfect tool for the decision makers from corporation, top management, senior executives and heads of business units moving into European domain but also for the representatives of regional agencies, local government and public affairs practitioners wanting to increase their effectiveness and take their activities to a higher level.

PARTNERS/ORGANIZERS:

European Training Institute (ETI) - Brussels' leading training centre in EU Public Affairs & Lobbying. ETI is the only training centre in Brussels offering a full range of programmes and seminars dedicated to European Public Affairs. ETI programmes and seminars are fully interactive, they examine all aspects of Public Affairs management, the working of the European Institutions and the best ways of influencing their policies. More: www.e-t-i.be

Faculty of Economics and Business, University of Zagreb - The Faculty of Economics and Business was founded in 1920; hence, it represents the oldest institution of higher education in this part of Europe as a part of the University of Zagreb. Today, the Faculty of Economics and Business Zagreb is the leading and the largest institution of higher education for entrepreneurial education in the SE European Region. More: www.efzg.hr

CBBS - Management Consulting & Business Building Co. Ltd seated in Zagreb is management consulting and lobbying company, with international experience and excellent networking in Central & Eastern Europe. The main focus of CBBS activities are international partnerships, EU Affairs /Funding and new business developments in Croatia and SE Europe. More: www.cbbs.hr

“Brussels Meets Zagreb”

EU Funding & EU Affairs Training

As such training the cycle is composed of 2 modules:

- **Module 1:** “How to be successful with EU Funding”, EU Funding at your fingertips. Present and upcoming opportunities for Croatia & SE European region. To be held in Zagreb (**February 24-February 25, 2011**)
- **Module 2:** “Working with the EU”, Introducing the EU and European Institutions; the EU decision making process; Lobbying Techniques; dealing with media; meeting and networking. To be held in Brussels (**March 30-April 1, 2011**)

ZAGREB – Module 1 February 24-25, 2011 “How to be successful with EU Funding”

Day 1

- 9.00 – 9.30** Opening of the training. Course objectives. Introduction of participants
- 9.30 – 10.30** EU money for Croatia & SE Europe: Structural and Cohesion Funds and External Aid Programs
- 10.30 – 11.15** Business in the neighborhood. EU External Aid.
- 11.15 – 11.30** Coffee Break
- 11.30 – 12.45** Overview of Regional Operational Program in Croatia. Funding opportunities for regional stakeholders. In depth understanding of the Regional Operational Program
- 12.45 – 14.00** Lunch
- 14.00 – 15.45** Croatian & regional success stories – experience & best practice in EU programmes and funding (Croatian & regional speakers)
- 15.45 – 16.00** Coffee Break
- 16.00 – 17.30** Speaking EU Project Management language: Basic rules, definitions and terminology of EU projects: Call for proposals and its concept note, call for tenders and its procurement process, selection procedure and criteria. Role of Managing/Implementing Authorities. Liaison and communication with Managing and Implementing Authorities.
- 17.30** Wrap-up Day 1.

Day 2

- 09.00 – 09.15** Q & A on day 1. Feedback from participants: comments and suggestions
- 09.15 – 10.30** Positioning for success – the role of applicant guidelines: partner finding, consortium building, partnership agreements, methodology etc. – Critical success factors
- 10.30 – 10.45** Coffee Break
- 10.45 – 12.00** Successful implementation of the project: financial management and invoicing.
- 12.00 – 13.30** Lunch & Networking
- 13.30 – 15.30** Practical exercise: Elaborate a convincing proposal and a sound concept to apply for funding. By Group.

15.30 – 16.30 Presentation of the project proposals drafted by the participants.

16.30 – 17.30 Wrap-up training course and Evaluation.

17.30 End of the Module 1

Speakers Module 1



Jan DRÖGE
Partner - Schuman Associates



Oana PENU
Senior Manager - Schuman Associates

Regional success stories and experience In Module 1:

Croatian and regional experts (IPA, TEMPUS, FP7 and other EU funding) will present success stories and regional experience in EU funding and EU projects development.

BRUSSELS – Module 2 March 30-April 1, 2011 “Working with the EU”

Day 1

- 12.30 – 14.00** Inauguration lunch – Sofitel; Place Jourdan; Brussels
- 14.00 – 15.00** EU Institutions and decision making process after Lisbon; The Parliament; The Commission; The Council; The Co-decision procedure
- 15.00 – 16.30** The lobbying panorama in Brussels; Policy making versus lobbying; Decision makers versus stakeholders; Increased complexity; Business lobbying: Budgets, strategies, organisation and leadership; The role of EU associations; Upstream – downstream lobbying
- 16.30 – 16.45** Coffee pause
- 16.45 – 17.45** New lobbying trends; Transversal lobbying actions; Increased need of technical know-how; Increased need for anticipation; No efficient lobbying without appropriate communication
- 19.00** Business Diner with representatives of European associations + Guest speaker from EU Institution

Day 2

09.00 – 10.00 Dealing and Working with the Press in an EU Context; Press and lobbying; Preparing for an interview; Delivering an interview; Dos and don'ts for working with the press

10.00 – 12.00 Visit to the European Parliament; With a former Member of the EP; guided tour through the Institution

12.30 – 15.00 Networking lunch with EU industrial representatives

15.00 – 16.00 Making Public Affairs count
Why are we still at the stone age of EU lobbying?; European lobbying today and tomorrow: the challenges ahead; Towards decreased or increased margins of influence?

16.00 – 17.00 The importance of the associative and not for profit movement in Brussels

19.00 Dinner with a representative of DG Relex

Day 3

09.00 – 10.00 Wrap up and recommendations

10.30 – 12.30 Visit to the Embassy of Croatia

12.30 End of Module 2

Speakers Module 2



Daniel GUÉGUEN
CEO - CLAN
Public Affairs



Vicky Marissen
Director - CLAN
Public Affairs



Yves de Lespinay
Senior Executive
Partner - CLAN PA

Application & information

Information, Q & A in Zagreb:

Berislav Čižmek, CEO
CBBS, Kozarčanihova 2, HR-10 000 Zagreb
Phone: + 385 1 2304 001, Fax: + 385 1 2301 280,
E mail: ceo@cbbs.hr; www.cbbs.hr

Application & Order Form to be sent to:

ETI, 57 Rue Froissart, B-1040 Brussels;
Phone: + 32 2 400 77 30; Fax: + 32 2 732 75 25;
E-mail: info@e-t-i.be; www.e-t-i.be

Practical information

Working groups - A unique interactive exercise

Encourages participants to develop a Public Affairs strategy by analysing the source material which is part of the programme's documentation.

The group works closely with the Godparent, a senior Brussels Public Affairs practitioner.

Registration & Fee

The fee for **Zagreb-Brussels Modules is € 2.100** (Belgium VAT-21% is not included and will be applied according to EU legislation). **Early birds Modules 1 + 2 together is € 1.900** if you register before **December 20, 2010**.

The fee for **Module 1 only (Zagreb) is € 1.200**. **Early birds Module 1 is € 1.000** if you register before **December 20, 2010**.

The fee for **Module 2 only (Brussels) is € 1.400**. **Early birds Module 2 is € 1.200** if you register before **December 20, 2010**.

The fee comprises: tuition, full-time course direction and working group guidance, lecturers' handouts, recommended background readings, working groups documentation, refreshments, lunches and books: "Practical Guide to the EU Labyrinth" and "European Lobbying" by Daniel Guéguen.

The Order Form must be filled, signed and sent by fax to the European Training Institute by **February 4, 2011, by latest**.

Certification

All participants will receive an Attendance Certificate at the end of the programme.

Training Venue

Except for institutional visits, all sessions and workshops in Brussels will take place in the European Training Institute premises. Zagreb sessions will take place in the Faculty of Economics and Business premises.

Meals

Lunches and coffee breaks are provided at the sessions premises, plus evening meals/events in Brussels.

Accommodation

Travel costs and hotel accommodation are not included.

Training schedule

Lectures and working groups are taught in English on a full-time basis.

Dress code

Casual / Business casual, according to the programme.

PARTNERS/ORGANIZERS:



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