

# EU Public Affairs Training Package

## Context

Despite the uncertainty surrounding the departure of the UK from the European Union, it is important for UK organisations to continue being visible and relevant in the European political arena and to know what the future relationship between the UK and the EU will look like. Our tailor-made EU Public Affairs Training package offers the perfect opportunity for UK businesses and professionals to learn how to effectively identify, shape and represent their interests at EU level so to maintain a strong voice after Brexit.

## Why attend an EU Affairs Training with The Whitehouse Consultancy?

By participating in this training, you will learn about:

- The role of the EU institutions, the decision-making procedures and their inter-connected roles;
- The developing political environment in the aftermath of the European elections and the new priorities of the European Commission
- The nature of Public Affairs in the EU and how to build a comprehensive overview of an effective lobbying strategy, inclusive of first-hand tips and tricks from experienced consultants with years of experience in Brussels;

You will also be able to:

- Put into practice the theory learnt by developing a lobbying plan, which takes the current political context into account.

## What we offer

The Whitehouse EU Public Affairs training is targeted to professionals both from the public and private sectors, whose work is impacted by EU policies. We offer the following services:

- In-house training
- Individual training
- University workshops
- Webinar

## Why The Whitehouse Consultancy?

The Whitehouse Consultancy is ideally placed to help UK businesses to navigate through the EU labyrinth thanks to its unique dedicated European team which has more than a decade's worth of experience conducting successful campaigns on behalf of multinational corporations, small companies and pan-European trade associations. Our success is based on our multilingual team's expertise in both European politics and law, as well as valuable experience of working with and within the institutions of the European Union.

## How do we operate?

The EU Public Affairs training would be structured into three parts, linking theory to practice where the nature of Public Affairs in the EU will be thoroughly explained and experimented with, using practical tips, anecdotes and fun facts about lobbying in Brussels. The training is tailor-made to your needs, topics of interest and schedule.



## Cost for the participants

For further information regarding fees, how to join one of our trainings or for general information, please [contact us](#).