

## Education Training:

# Successful Lobbying Strategies

10 - 11 March 2011, Hotel Palace, Zagreb

Whether you are a businessman, an activist or someone dealing with public policies, lobbying may be the key to the success of your project. Therefore the aim of this training is to provide participants with the theoretical and practical knowledge of lobbying with a particular emphasis on lobbying in the EU and Croatian practice. Participants will gain insight into the rules, procedures and methodology of lobbying, lobbying strategies and good-practice examples from the business and non-profit sectors. The training will also help participants to improve their practical lobbying skills, including developing successful lobbying strategies.

The course is intended for senior managers and leaders from various fields and organisations, from private sectors to public sectors and not-for-profit organisations.

### Key themes will include:

- Rules, Procedures and Methodology
- Case Studies for Business and Non-profit Lobbying
- Lobbying in the EU
- Lobbying Strategies
- Simulation Exercise

### Lectures



#### **Dr Russell Patten**

CEO, Grayling Belgium

Russell Patten is CEO of Grayling Belgium and has specialized expertise in EU policies relating to the environmental, energy, transport, as well as agri, food and drinks policies.

A British national, Russell's career in Brussels spans 20 years, encompassing a wide range of corporations, trade associations and European Institutions. After beginning his career at the European Commission (Telecommunications), Russell joined the law firm, Oppenheimer, Wolff & Donnelly specialising in EU telecoms competition, and trade law.

Russell subsequently moved to a British Public Affairs consultant joined Hill & Knowlton where he ran the Public Affairs department of the Brussels office until his promotion to Vice-President in 2002 responsible for Public Affairs in the EMEA region.

He was secretary-general of the European Express Association from 1994 to 2003, is currently Secretary-General of Transfrigoroute International and was President of the British Chamber of Commerce in Belgium from 2005 to 2007. He is currently Vice President of the EU Committee of the Chamber.

He is a professor at the College of Europe, ISMAPP and the University of Kent and holds a degree in political sciences and languages from the University of Kent, a diploma in French politics from the Institut d'Etudes Politiques de Paris and a Masters in EU Affairs from the College of Europe in Bruges.



**Dubravko Miholić**

Managing Partner, Hauska&Partner,

Having graduated in Finance and Marketing from the University of Zagreb, Dubravko obtained an MBA at IEDC Bled (Slovenia) and completed CIPR Diploma Programme. He has worked as a PR consultant for over 12 years. Since 2004, he has been Secretary and, since 2008, Vice President of the Croatian Exporters' Association. Further positions include President of European Movement Croatia and Europe House Croatia. He was a member of the Croatian negotiations team for EU membership, Chapter 20. Dubravko is a co-founder and member of the Board of Croatian Lobbyist Association. He has also served two terms as Vice President of the Croatian Public Relations Association. His specialties include crisis communications, media relations, government relations and lobbying. Dubravko is accredited lobbyist to the European Parliament.



**Sandra Benčić**

Programme Coordinator, Human Rights House, Zagreb

Sandra Benčić, born 1978, is a human rights and peace activist, member of Centre for Peace studies where she works on public policies related to antidiscrimination, fight against xenophobia, asylum policies and minority rights. She is professionally engaged in Human rights House as Programme coordinator and lawyer for direct legal assistance to victims of human rights violations. Until 2010 she was employed by consultancy company Razbor as regional development expert. She has finished Faculty of Law in Zagreb. For three years she has been member of Government Council for Civil society development and since 2008 she is member of Academy for Political Development.

Key qualifications: lawyer, trainer and consultant in: institution building, capacity building for public and civil society sector, Program and Project management (including Grant Schemes management), policy making, strategic planning, good knowledge of human rights theory and international instruments, experience in civil society development including institutional development and strategic planning for civil society organisations, policy analysis and legal research experience.



**mr.sc. Bernard Jakelić**

Assistant to Director at Croatian Employers' Association, member of Steering Board of Croatian Society of Lobbyists.

Graduated from the Faculty of Law, Osijek and has an MBA on Business Law and Business Transactions. He passed the bar exam. Until 1993 he was employed at the State Attorney's Office, and since 1993 he worked as an economic adviser in the Croatian immigration organizations. Since 1996 he is employed in the Croatian Employers' Association, where he is currently at the position of Assistant Director. He is member of many respected institutions and organizations and is cofounder and member of Steering Board of Croatian Society of Lobbyists.

*Upon completion of the course, all participants will receive a certificate.*

## DAY ONE

- 10.30 – 10.45**      **Welcome**
- 08.45 – 10.45**      **Lobbying as a legitimate way of influencing decision makers: rules, procedures and methodology**  
Dubravko Miholić, Managing Partner, Hauska&Partner
- 12.30 – 14.00**      **Lunch**
- 14.00 – 15.30**      **Successful lobbying strategies in Croatia: case studies for business and non-profit lobbying**  
mr. sc. Bernard Jakelić, Assistant to Director at Croatian Employers' Association, member of Steering Board of Croatian Society of Lobbyists.  
Sandra Benčić, activist, Human Rights House, Zagreb
- 15.30 – 16.00**      **Refreshment break**
- 16.00 – 17.30**      **Lobbying in the EU**  
Russell Patten, CEO Grayling Belgium
- End of the First Day**

## DAY TWO

- 09.00 – 10.00**      **Lobbying strategies**  
Russell Patten, CEO Grayling Belgium
- 10.00 – 10.15**      **Refreshment break**
- 10.15 – 12.45**      **Simulation Exercise (group work)**  
Russell Patten, CEO Grayling Belgium
- 13.00 – 13.30**      **Final Discussion**
- End of the Session**

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