



**EUROPEAN CENTER FOR PEACE AND DEVELOPMENT (ECPD)
UNIVERSITY FOR PEACE EST. BY THE UNITED NATIONS**

Interdisciplinary Course on

LEGITIMATE INTEREST REPRESENTATION AND RESPONSIBLE LOBBYING:

How to do it most effectively in the Balkans?

PROGRAM & AGENDA

Belgrade, 11-14 September 2018

Core International Faculty:

Prof. dr. Boris Cizelj

former ambassador, professor of Lobbying at DOBA Business School, ECPD and Alma Mater Europaea; chairman of Knowledge Economy Network;

Prof. dr. Daniel Guéguen

Director of PACT European Affairs Consultancy, Brussels; professor of lobbying College de Bruges and Natolin; former Secretary General COPA/COGECA, European Agricultural Lobby;

Tanja Milošević

Director Taraban Lobby, Zagreb; Vice Chair Association of Croatian Lobbyists

Andrej Drapal

*Director Andrejdrapal.Com Consultancy, Ljubljana
former chair of Association of Slovenian Lobbyists*

Prof. dr. Ana Bovan

*Professor Weller International Business School, Metropolitan University Paris,
director Bovan Consulting; President CEDEF, founder Serbian Association of Lobbyists*

Prof. dr. Marjan Svetličič

Professor of international economics, University of Ljubljana – Department of Social Sciences

Mihael Cigler

*registered lobbyists, director Cigler Strategic Consulting, London
former chairman Association of Slovenian Lobbyists*

William Montgomery

former US Ambassador to Belgrade, Zagreb and Sofia

Prof. Dr Kostadin Pušara

representative of Lobbying Associations of Bosnia & Herzegovina, and Montenegro

Marko Drajić

consultant and author of the book "Corporate Lobbying in the European Union"

Besides that, a team of a dozen specialists (academics and expert practitioners in lobbying) will be available to coach Course participants before and during the course, as well as during the 3-months period after the Course.

COURSE PROGRAM

September 11, 2018

9:00 – 10:30 **Introduction to the Course**
 B. Cizelj, M. Drajić

Section I Conceptual Framework of Lobbying
Panelists: B. Cizelj, A. Bovan, M. Svetličič

- Sorting out the terminology (interest representation, lobbying, public advocacy, activism, public relations, public affairs, interest and pressure groups)
 - Defining the Constituents of the Lobbying Process and the typology of lobbying (from electoral, political, business, public-private, open-hidden, direct-indirect, to reverse lobbying), and the specific features of various lobbying actors: diplomats, politicians, business people, professionals, NGOs
 - The evolution of lobbying doctrine: from Ancient times to modern social science
 - The features and advantages of modern networking and lobbying
- The 3-Level Typology: legal, legitimate and ethical lobbying

10:30 – 11:00 Coffee break

- 11:00 – 12:30
- Negotiating strategies, tactics, and techniques for successful lobbying
 - From Lose-Lose, Win-Lose, to Win-Win Strategies
 - Setting targets and composing the lobbying/ negotiating team
 - Negotiating in the multicultural context

12:30 – 14:00 Lunch

Section II The lobbying environments: from Brussels to Western Balkans
Panelists: D. Gueguen, A. Drapal, A. Bovan, T. Milošević, K. Pušara

- 14:00 – 15:30
- The lobbying landscape in Brussels
 - Lobbying the EU institutions
 - Government, business environment, professional circles, civil society and the media in Western Balkans
 - The Lobbying landscape in countries of Western Balkans

15:30 – 16:00 Coffee break

- 16:00 – 17:30
- The psycho-sociological profile of the lobbyist and the lobbied party
 - The role of social & emotional intelligence, verbal and non-verbal communication

September 12, 2018

- 9:00 – 10:30
- Why lobbying still often gets qualified as instrument of corruption?
 - Tips on how to lobby in Western Balkans
 - The real impact of regulation and self-regulation
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30
- What is happening recently at the lobbying scene in USA and in EU?
 - Key features of lobbying in cultural environments of Western Balkans
- 12:30 – 14:00 Lunch

Section III The lobbying strategies, tactics and techniques

Panelists: D.Gueguen, W.Montgomery, A.Bovan, T.Milošević, A.Drapal

- 14:00 – 15:30
- Advantages of modern networking and lobbying
 - The qualifications and competences of good lobbyists
 - The characteristics of male and female lobbyists
- 15:30 – 16:00 Coffee break
- 16:00 – 17:30
- Five areas of modern lobbying activity
 - The 10 Commandments of moder lobbyists
 - How to obtain access to decision makers?

September 13, 2018

- 9:00 – 10:30
- The bottom-up, top-down and integral approach
 - Key lobbying techniques
- 10:30 – 11:00 Coffe break
- 11:00 – 12:30
- What to consider when engaging an external lobbyist?
 - Why do we engage in lobbying? Consider the rewards, benefits, challenges and risks
 - Defining the issue and determining the right lobbying strategy, tactics and techniques
- 12:30 – 14:00 Lunch

Section IV Our organisation in an active lobbying role

Panelists: D. Gueguen, B. Cizelj, A. Bovan, W.Montgomery, M. Drajić

- 14:00 – 15:30
- The background and causes of negative public perception of lobbying
 - Using the SMART method in the Western Balkan's context
 - Evaluation of our objective position, and facing the hard choices
 - Implementing the adopted lobbying strategy



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15:30 – 16:00 Coffe break

- 16:00 – 17:30
- Golden rules of lobbyist's oral and written communication
 - The usual challenges - avoiding unnecessary mistakes
 - Under any circumstances: maintain the position of corporate responsibility

September 14, 2018

Section V Closing Panel Session

Panelists: B. Cizelj, A. Bovan, W.Montgomery, M. Drajić

8:30 – 9:00

- Final test

9:00 – 12:00

- Summary of main messages and discussion on participants evaluation of lessons learnt and competences acquired.

12:00 – 12:30

- Evaluation of the course (filling the questionnaire)

12:30 – 13:00

- Awarding Diplomas by
Academician h.c. prof.dr.Negoslav Ostojić Executive Director of ECPD and
Prof.dr.Boris Cizelj, IRL Program Leader

13:00 – 14:30 Lunch

Mentoring/Coaching of participants

September 15 – December 15

Participants are benefitting from advice & coaching by core Faculty members and additional ECPD experts on lobbying issues of their interest (about 5 hours over the 3-months period per participant).