



ECPD



COURSE ON LEGITIMATE INTEREST REPRESENTATION AND EFFECTIVE LOBBYING – HOW TO DO IT IN WESTERN BALKANS

Detailed Program & Agenda

Monday - October 29, 2018	
9:00 – 9:10	Welcome and Introduction to the Course – N.Ostojčić, B.Cizelj
Section I	Conceptual Framework of Lobbying and its Landscapes in Brussels and in Western Balkans <i>Panelists: B. Cizelj, D.Gueguen, A.Bovan</i>
9.10 – 10.40	<ul style="list-style-type: none"> ▪ Sorting out the terminology – B.Cizelj <ul style="list-style-type: none"> - Distinctions between phenomena of: interest representation, public affairs, public advocacy, activism, and lobbying - Definitions of lobbying: by mode of execution, by domain of application, and by actors ▪ Constituents of the Lobbying Process and typology of lobbying activities – B.Cizelj <ul style="list-style-type: none"> - The interested party, internal and external lobbyists, intermediates, the lobbied party, - Direct and indirect lobbying, involvement of media, professional and general public, activating political actors, relations between professional lobbyists and clients ▪ The 3-levels of Lobbying: legal, legitimate, ethical – B.Cizelj <ul style="list-style-type: none"> - Respecting the law, zero tolerance for any form of corruption - legal - Acting in line with provisions of lobbying professional codes - legitimate - Full consideration of public interest – ethical ▪ The real impact of regulation and self-regulation – B.Cizelj <ul style="list-style-type: none"> - The typology of lobbying regulation (specific law, provisions in legislation, including secondary legislation, internal parliamentary or government acts) - Self-regulation by lobbying associations' Codes - Evaluation of the impact of regulation and self-regulation in various countries ▪ The evolution of lobbying doctrine: from Ancient skills to modern social science – A.Bovan <ul style="list-style-type: none"> - Evolution of lobbying activities from early democracies to modern political systems: similarities and differences - What makes lobbying an unavoidable instrument of contemporary democracies, as well as part of corporate governance/management? - Determinants of modern lobbying, as part of social sciences – what makes it a scientific discipline? ▪ The features and advantages of modern networking and lobbying – A.Bovan <ul style="list-style-type: none"> - The impact of information-communication technologies on interest representation and lobbying - Advantages and challenges of networking for lobbying activities

	<ul style="list-style-type: none"> ▪ Men and women in the lobbying & negotiating arena -- A.Bovan <ul style="list-style-type: none"> - Advantages and disadvantages of women as lobbyists and negotiators - Advantages and disadvantages of men as lobbyists and negotiators - Who should lobby whom in terms of gender?
10:40 – 11:00	Coffee break
11:00 – 12:30	<ul style="list-style-type: none"> ▪ The lobbying landscape in Brussels and the role of networking – D.Gueguen <ul style="list-style-type: none"> - What makes Brussels the second global lobbying capital? - The specific characteristics of the Brussels lobbying scene – is there a distinct European style of lobbying? ▪ Lobbying the EU institutions: the Commission, the EP, and the Council – D.Gueguen <ul style="list-style-type: none"> - How member states and interested organisations influence the EU decision making process – are they beneficiaries or victims of the »EU democratic deficit«? - Networking and coalition building for successful lobbying of EU institutions ▪ Comitology – a challenge or opportunity for lobbyists – D.Gueguen <ul style="list-style-type: none"> - Evolution of regulation on Comitology Procedure (1999, 2006, 2011, 2017) - How lobbyists and their clients operate after the second Comitology Reform ▪ Lobbying challenges for international interest representatives in Brussels – D.Gueguen <ul style="list-style-type: none"> - What should they do to be effective in interest representation and lobbying? - Lessons to be learnt from some good practice cases
12:30 – 14:00	Lunch
Section II	<p>The lobbying environments and the negotiations processes: from Brussels, USA, to Western Balkans</p> <p><i>Panelists: D.Gueguen, R.Priebe, A.Bovan, I.Vidačak, T.Milošević, M.Svetličič, S.Theribault, K.Pušara, N.Ružin, B.Cizelj</i></p>
14:00 – 15:30	<ul style="list-style-type: none"> ▪ The Negotiations culture(s) and institutional framework in Europe – D.Gueguen <ul style="list-style-type: none"> - Negotiating strategies, tactics, and techniques for successful lobbying in EU ▪ The role of interest representation & lobbying in the work of the Commission – R.Priebe <ul style="list-style-type: none"> - The European Commission's perspective on the lobbying activities – evaluation of their impact and contribution to decision making and good legislation ▪ Government, business environment, professional circles, civil society and the media in Western Balkans – A.Bovan <ul style="list-style-type: none"> - The Lobbying landscape in countries of Western Balkans: a comparison with other regions in Europe
15:30 – 16:00	Coffee break
16:00 – 17:30	<ul style="list-style-type: none"> • Recent developments at the lobbying scene in EU (Transparency Register) and in the USA (Executive Order No.13490) – D.Gueguen, S.Theribault <ul style="list-style-type: none"> - What is to be done to make the European Transparency register fully effective? - What went wrong with the US President Obama's Executive Order No.13490?

Tuesday - October 30, 2018	
9:00 – 10:30	<ul style="list-style-type: none"> ▪ From Lose-Lose, Win-Lose, to Win-Win Negotiations Strategies – M.Svetličič <ul style="list-style-type: none"> - Basic Principles of Negotiations - Making the first impression - The Art of Argumentation and Persuasion ▪ Setting targets and composing the lobbying/ negotiating team – M.Svetličič <ul style="list-style-type: none"> - The Concepts of ZOPA, BATNA and WATNA - Types of negotiations and negotiators - Integrating the needed competencies and skills in the negotiating team - Healthy compromise and responsible negotiations ▪ Negotiating in the multicultural context – M.Svetličič <ul style="list-style-type: none"> - Importance of understanding the culture of the negotiation partners - Stereotypes of national cultures in Western Balkans – as defined by R.D.Lewis
10:30 – 11:00	Coffee break
11:00 – 12:30	<ul style="list-style-type: none"> ▪ Key features of lobbying in cultural environments of Western Balkans – I.Vidačak, N.Ružin, K.Pušara, T.Milošević <ul style="list-style-type: none"> - How to lobby and negotiate with partners from Western Balkan countries?
12:30 – 14:00	Lunch
Section III	<p>The lobbying strategies, tactics and techniques</p> <p><i>Panelists: D.Fink Hafner, A.Bovan, I.Vidačak, T.Milošević, A.Drapal, S.Samoilenko, S.Žarić, M.Gokgoz, M.Ciglar</i></p>
14:00 – 15:30	<ul style="list-style-type: none"> ▪ Advantages of policy networking for lobbying -- D.Fink Hafner <ul style="list-style-type: none"> - Building Coalitions and Networks for effective lobbying - Coordinated interaction with relevant interest and pressure groups ▪ The qualifications and competences of good lobbyists – K.Pušara <ul style="list-style-type: none"> - What knowledge and skills, including social & emotional intelligence, do need the good lobbyists in Western Balkans ▪ The Coalition corporate lobbying, involvement of diplomatic missions and IFIs – D.Krsmanović <ul style="list-style-type: none"> - The advantages of coalition corporate lobbying, as well as of involving diplomatic missions, and international financial institutions for a successful lobbying outcome
15:30 – 16:00	Coffee break
16:00 – 17:30	<ul style="list-style-type: none"> ▪ Lobbying for R&D interests in Brussels – M.Gokgoz <ul style="list-style-type: none"> - Specific requirements for representation of R&D interests and lobbying in Brussels ▪ Key Commandments for lobbying in diplomacy and in business - B.Cizelj, S.Žarić <ul style="list-style-type: none"> - The role of lobbying in modern diplomatic services - Why no company should ignore or underestimate the importance of legitimate interest representation and effective lobbying? ▪ Strategies against character assassination – S.Samoilenko <ul style="list-style-type: none"> - How to defend yourself against a designed or executed character assassination campaign – a real case from the USA

Wednesday - October 31, 2018	
9:00 – 10:30	<ul style="list-style-type: none"> ▪ The bottom-up, top-down and integral approach – B.Cizelj <ul style="list-style-type: none"> - Factors determining lobbying approach strategy: issue, strength and relevance of our argumentation, context and level of political priority, available connections, previous contacts, effective support - Ways to implement simultaneous or consecutive action at various levels ▪ Key rules on effective lobbying techniques -- B.Cizelj <ul style="list-style-type: none"> - From building a solid research-based strategy, engaging adequate professional lobbyists, organising a strong domestic team, well organised execution, objective assessment of results achieved, leading to possible follow-up activities. ▪ Branding – a key instrument in interest representation – A.Drapal <ul style="list-style-type: none"> - The potential of country, region, city, or company branding for enhances our prospects for successful interest representation and lobbying - Major techniques of branding
10:30 – 11:00	Coffe break
11:00 – 12:30	<ul style="list-style-type: none"> ▪ Defining the issue and determining the right lobbying strategy, tactics and techniques – I.Vidačak <ul style="list-style-type: none"> - Articulating and formulating and communicating the lobbying issue - Grass-roots vs. astroturfing ▪ What to consider when engaging an external lobbyist? – M.Ciglar <ul style="list-style-type: none"> - Checking out the lobbying companies offering their services, secure close collaboration with the domestic team, make sure they are familiar with your organisation, insist on best available experts for the case, monitor closely the hired lobbyists' performance, and insist on regular reporting
12:30 – 14:00	Lunch
Section IV	How to lobby in the Western Balkans <i>Panelists: Five ambassadors, B.Cizelj, A.Bovan, S.Žarić, M. Drajić</i>
14:00 – 15:00	Panel of Ambassadors accredited in Belgrade: <ul style="list-style-type: none"> - Five Ambassadors evaluating their experiences and offering practical tips – moderated by B.Cizelj
15:00 – 15:30	Coffe break
15:30 – 17:00	Summary: specific characteristics of legitimate interest representation and lobbying by key domains: <ul style="list-style-type: none"> ▪ Diplomatic Lobbying – B.Cizelj ▪ Lobbying the government – A.Bovan ▪ Corporate Lobbying – S.Žarić ▪ Lobbying by and for NGOs – M.Drajić
17:00 – 17:30	Awarding of diplomas: Academician h.c. prof.dr.Negoslav Ostojić. Executive Director of ECPD and Prof.dr.Boris Cizelj, IRL Program Leader

NB: This is a final draft-program, it could be still changed in minor details. The definite program and agenda will be sent to registered participants on 1st of October.