



Here to present and discuss



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The Right Street



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The Right Street



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AVERE

Digital Advocacy in 2021



Trends



Tactics



Getting noticed

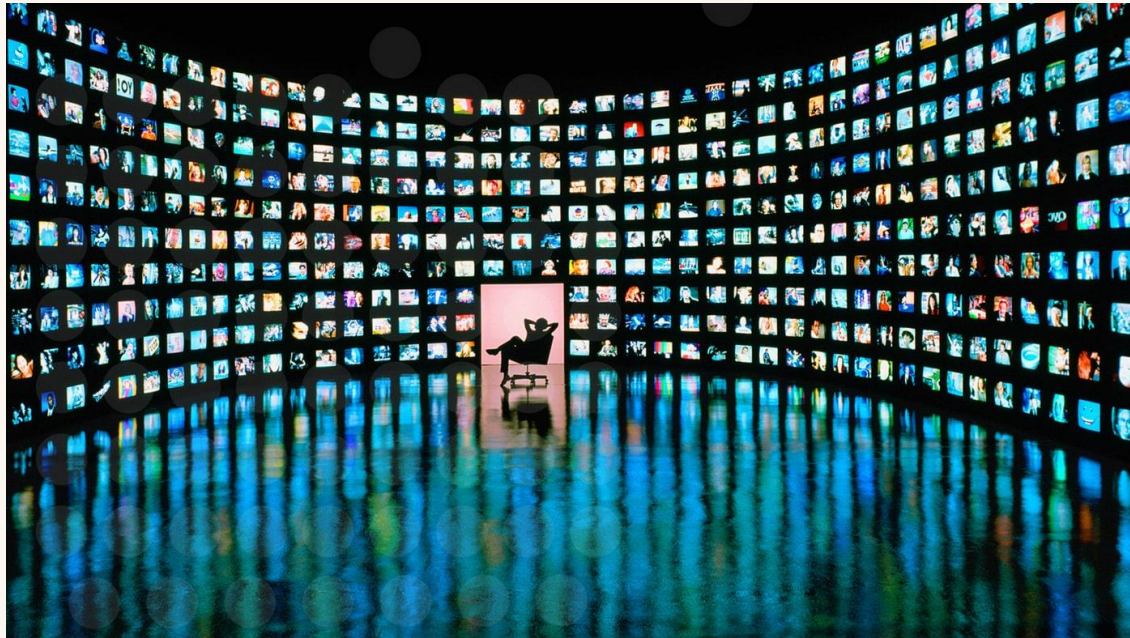
with Filip Lugovic

TRENDS IN 2021



// Trends in 2021

Virtual events and calls will continue to replace meetings.



// Trends in 2021

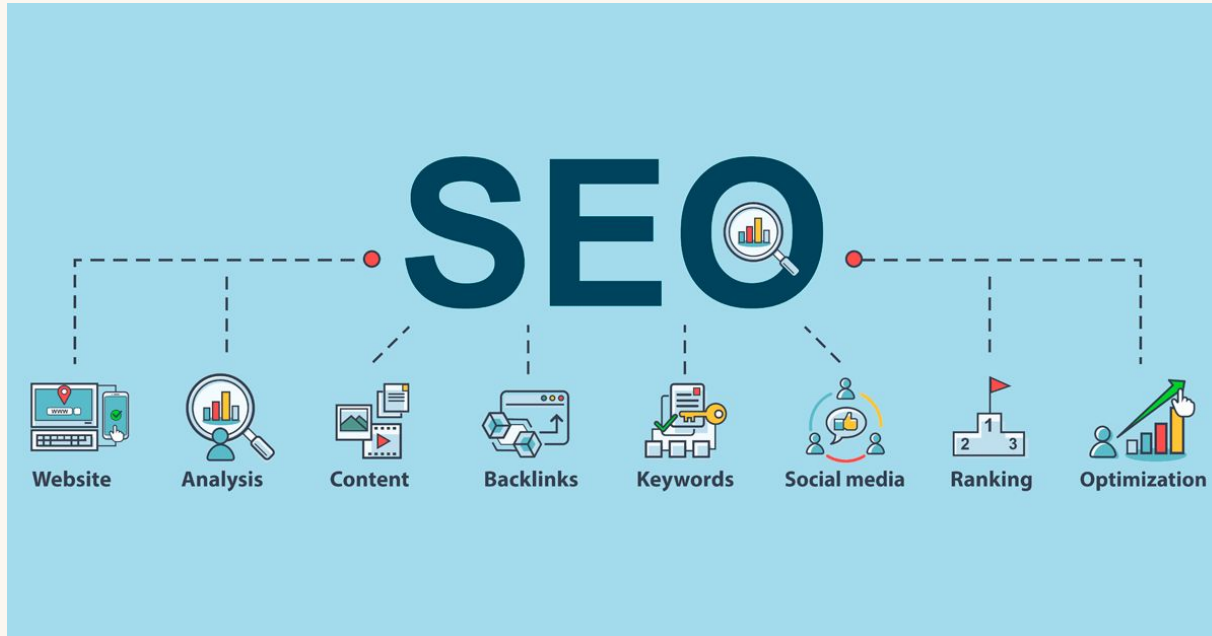


Digital advertising will be more useful than ever.



// Trends in 2021

SEO will be even more about quality content and engagement.



// Trends in 2021

Email will make a comeback (again).



// Trends to Watch Out For



Artificial Intelligence will influence more aspects of our lives.



// Trends to Watch Out For

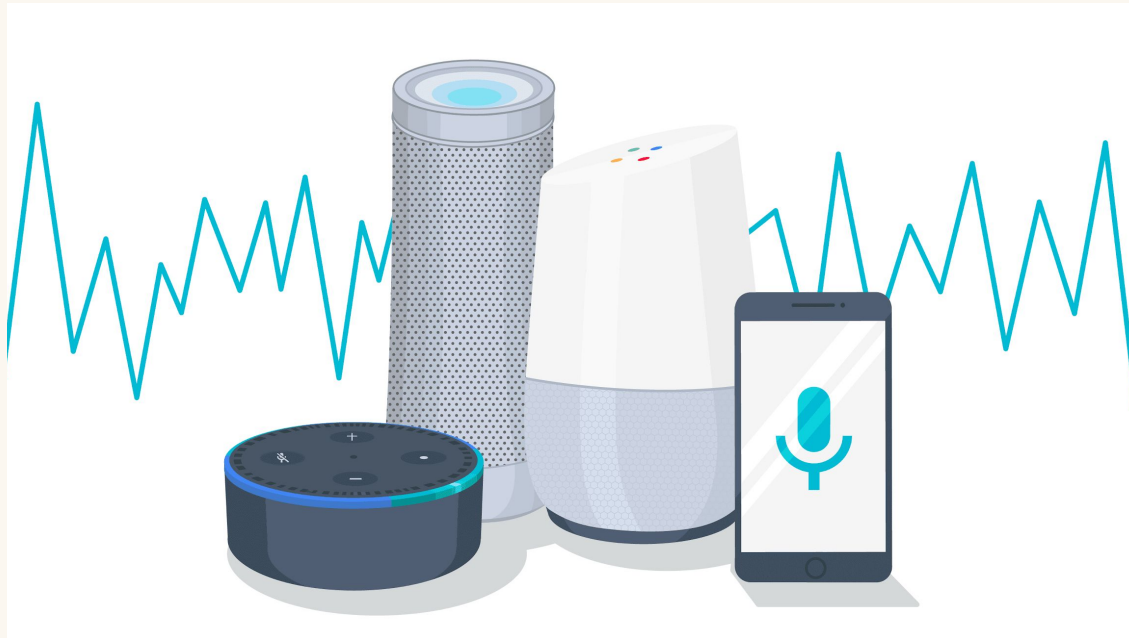


Virtual and Augmented Reality (VR, AR) will be more immersive, influential.



// Trends to Watch Out For

Audio search and communication will combat Zoom Fatigue



with Richard Medic

TACTICS IN 2021



// Tactics in 2021*

* These tactics were the same last year, and every year before that.

DON'T try to perfect a campaign strategy beforetime
DO establish a strategic framework and feedback loop, early

DON'T rely just on experience and assumptions
DO Test, Measure and Learn (Agile/Lean campaigning)

DON'T relentlessly push your objectives and messages
DO build a community and tell them a story

// Tactics in 2021



Case study // *Client: EBIC*

Testing your assumptions
about your audience.

// Tactics in 2021



Case study // *Client: (NDA)*

EU advocacy with a
grassroots-driven campaign

with Richard Medic

GETTING NOTICED IN 2021





Case study // AER (2008)

“Subsidiarity is a word”
recognition campaign.





Soonfeed Europe

5,962 Tweets

STORIES BEFORETIME



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2012 -

// Getting noticed in 2021



How to get noticed and succeed in an increasingly crowded virtual landscape?

A campaign concept your audience will care about and remember.

Pull first, and then Push.

Do it LIVE!



HOW TO PUSH

Take the right **actions**,
on the right **channels**,
at the right **time**.



HOW TO PULL



A branded **identity**,
memorable **content** and
a sense of **community**.



EuropeOn
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AVERE
The European Association
for Electromobility

eurelectric
powering people

European
Climate
Foundation

Cu
European
Copper Institute
Copper Alliance

ehpa
european
heat pump association

smartEn
Smart Energy Europe

Renewables
Grid Initiative

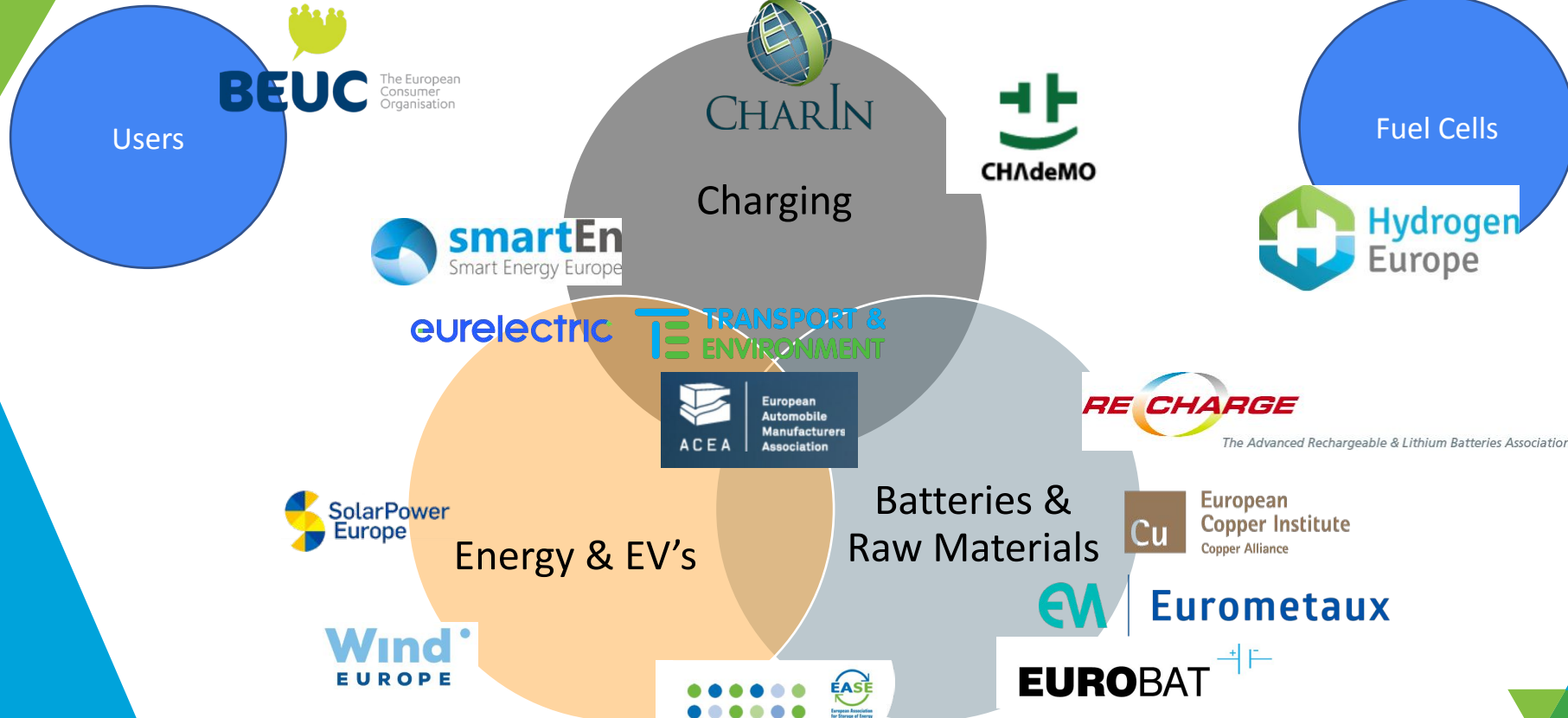
SolarPower
Europe

Wind
EUROPE

ELECTRIFICATION ALLIANCE

Powering an efficient
decarbonised Europe

Brussels Association Stakeholders – Working on E-mobility



The offers

[illegible]

Our Choice

Mapping

- Audience Mapping
- Profiling
- Define channels
- Topics

Concept

- Content Development
- Benchmarking & brainstorming
- Storyboard & Timeline

Campaign

- Actions
- Measuring
- Evaluation
- Community building

YOUR QUESTIONS



