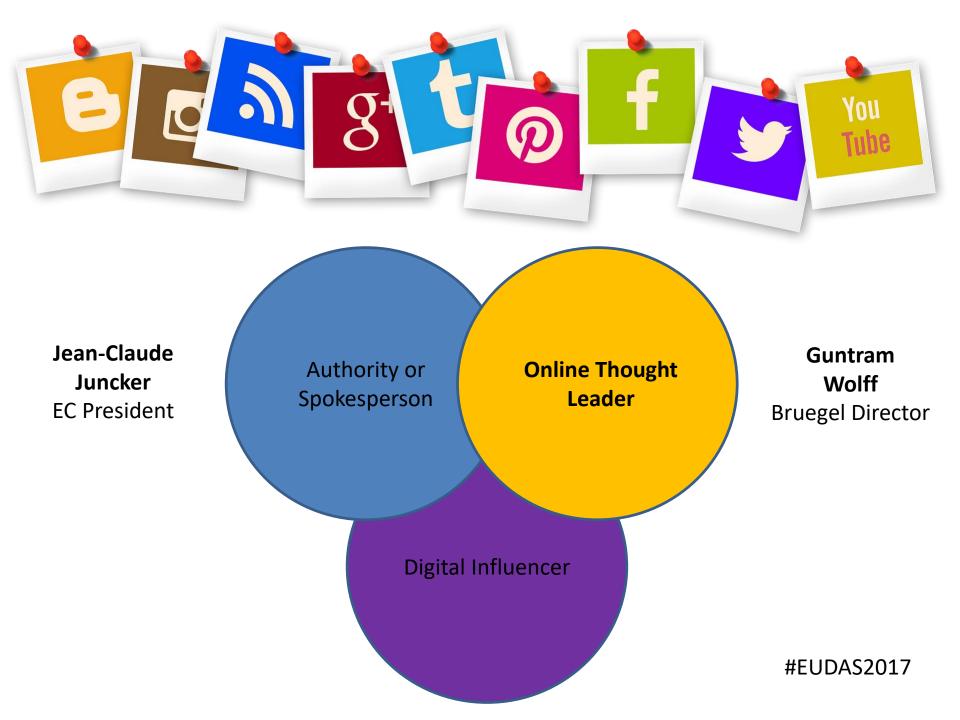
Online Thought Leadership for Real-World Influence

European Digital Advocacy Summit 2017 #EUDAS2017

> Katie Owens @ktowens



Are you a thought leader?



• Trusted

- Inspirational
- Innovative
- Credible
- Knowledgeable
- Insightful

Should you strive to be one?

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Or is it better to work with them?



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Who are the relevant thought leaders?

For the EU Committee of the Regions

- Mission: to involve LRAs in EU decisionmaking
- Action: promote **multi-level governance**
- Need: a seat at the table
- How: getting event invitations through online and offline contacts

3 main take-aways

- 1. Terminology is not always obvious and everyone has their own definition
- 2. Thought leadership needs investment and courage to share ideas and see them through -> what are you trying to achieve?
- Engage and collaborate with the right people for your sector if you want to achieve your objectives