



Online Thought Leadership for Real-World Influence

European Digital Advocacy Summit 2017
#EUDAS2017

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**Jean-Claude
Juncker**
EC President

Authority or
Spokesperson

**Online Thought
Leader**

**Guntram
Wolff**
Bruegel Director

Digital Influencer

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Are you a thought leader?



- Trusted
- Inspirational
- Innovative
- Credible
- Knowledgeable
- Insightful

Should you strive
to be one?

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 decision-making**
- 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?
3. Engage and collaborate with the right people for your sector if you want to achieve your objectives