

**How to cut through in the EU:
keeping it simple
even when it's complicated**

...or...

**Toward a bespoke yet holistic
public affairs and
communications strategy for
influencing EU stakeholders in
the post-truth era...**

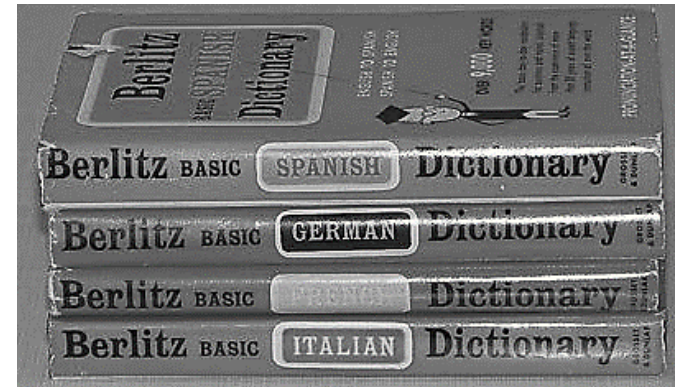
...or...

Get to the Monkey



EU public affairs phrasebook

- Blueprint for a roadmap...
- Reflection, consultation...
- Dialogue, Trialogue...



- *Process that prizes ‘inclusion’ actually excludes*
- *But politics and technology have changed the rules, so how can public affairs pros recalibrate?*

The message is the message

- Have something to say
- Shorter is always better
- There is always a way to make a text (p.r., op-ed, report, Tweet) shorter
- A position/policy/decision is not always news



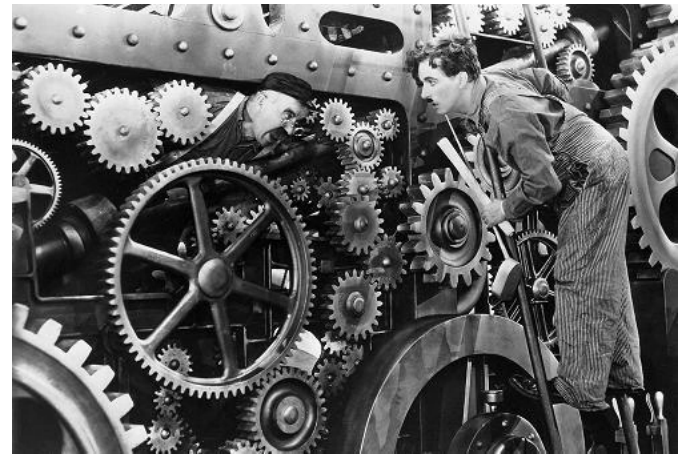
Is it news or it is...PR?



- Make it news
 - What is happening/what is new/who is doing what to whom?
 - Venue/participants are secondary
 - Skip the backstory
- Speak for something
 - **NO**: association, committee, platform, acronym
 - **YES**: people, coalition, community, cause

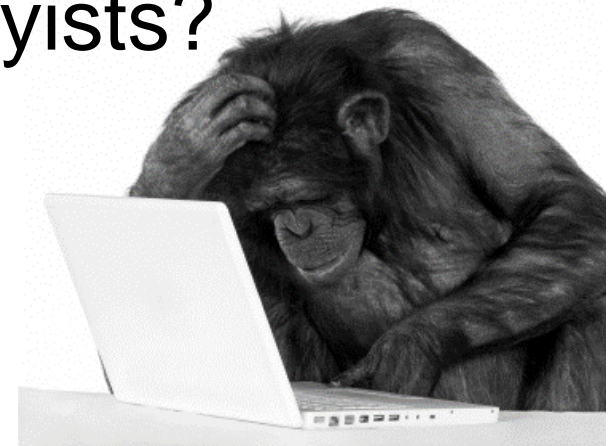
You can't do that in Brussels!

- The EU: It's complicated
- Jargon to the 28th power
- Process vs. outcome
- Lobbying is a four-letter word



Does it even matter?

- In the age of Twitter and LinkedIn, does anybody even read press releases?
- In the post-truth era, do facts mean anything?
- Does anybody listen to lobbyists?



Thanks!



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