

Brussels 26.10.2017

To communicate or not to communicate: The role of communications and media relations in EU association advocacy and driving industry growth.

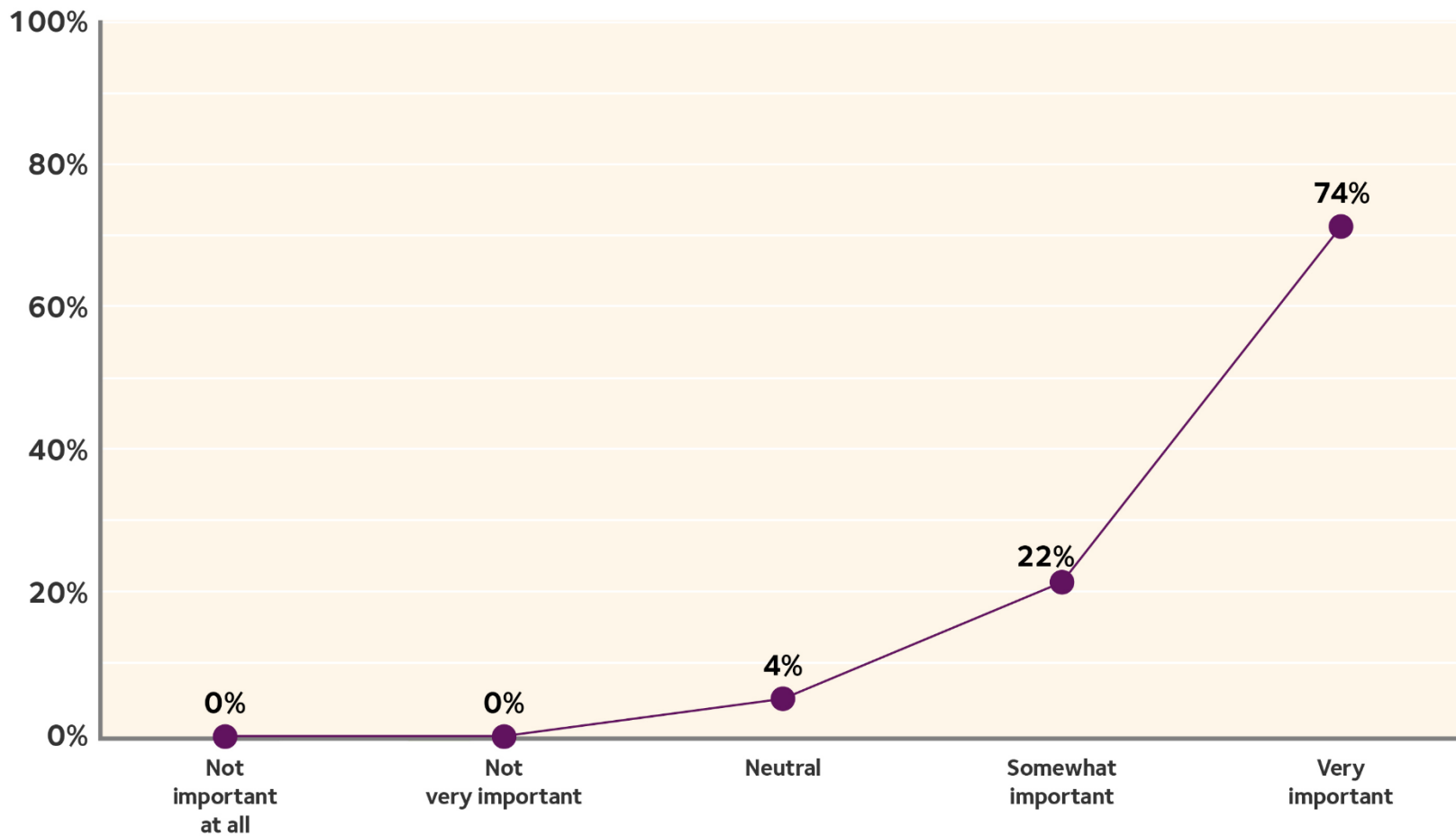


Association delegates will gain a practical understanding of:

- Why media relations are important for advocacy - “Feeling the fear and doing it anyway”
- How to impact policy in 140 characters - “Working in the Twitter world”
- What the role of your association is in delivering growth to the business sector that you represent - “EU Associations 2.0”

Q:

How important is the reputation of your sector in achieving favourable EU policy outcomes?



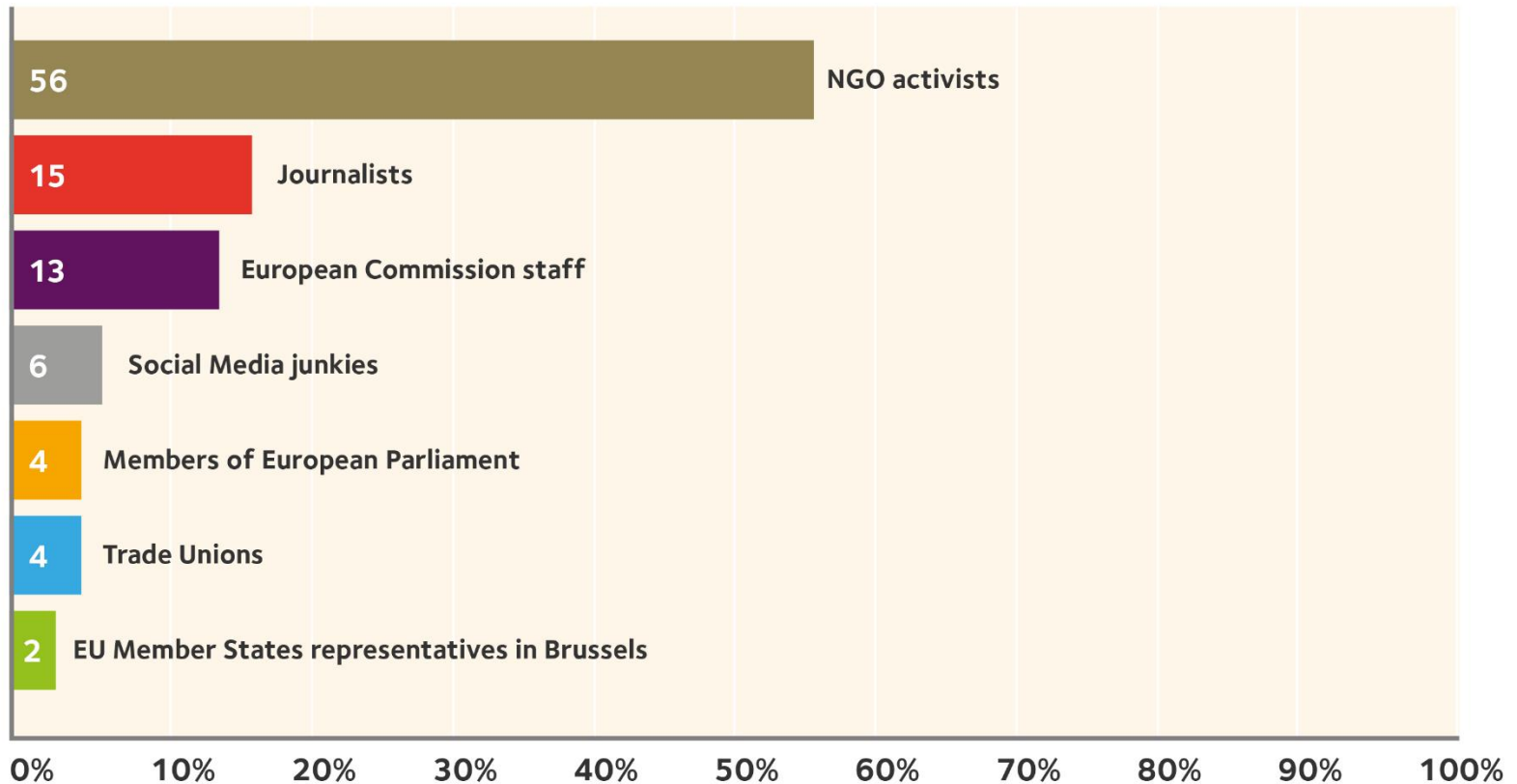
How could your European association do a better job of improving your sector's reputation?



1. **Materials:** “Develop better quality educational materials rather than position papers.”
2. **Messages:** “Better communication with the media and clear key messages”.
3. **Function:** “Greater investment in the communications function”.
4. **In-country:** “Improve communication at national level on our industry”.
5. **Speed:** “Become less bureaucratic, swift and dynamic”.

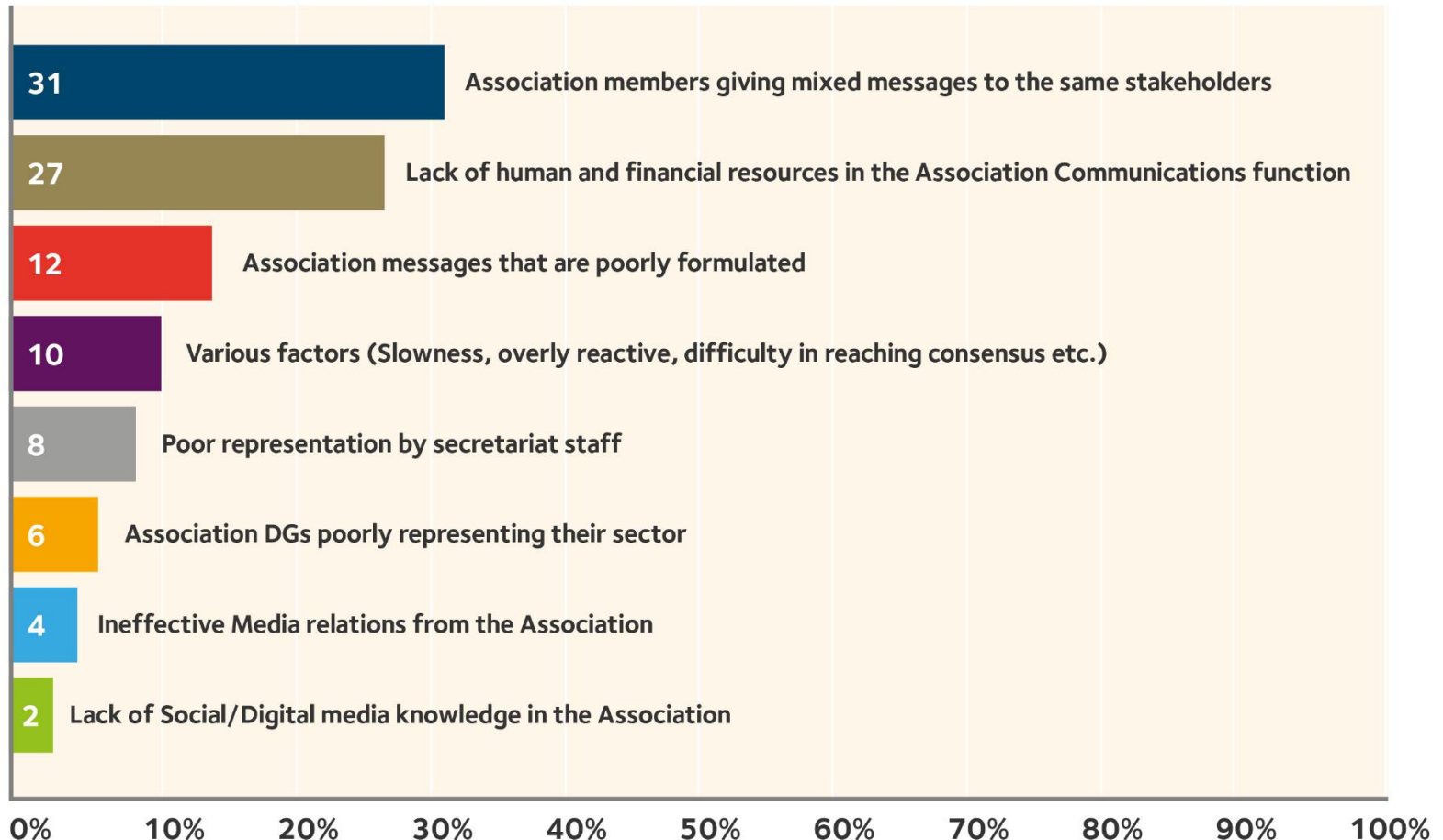
Q:

Which single stakeholder group presents the greatest risk to the reputation of your industry sector in Brussels?



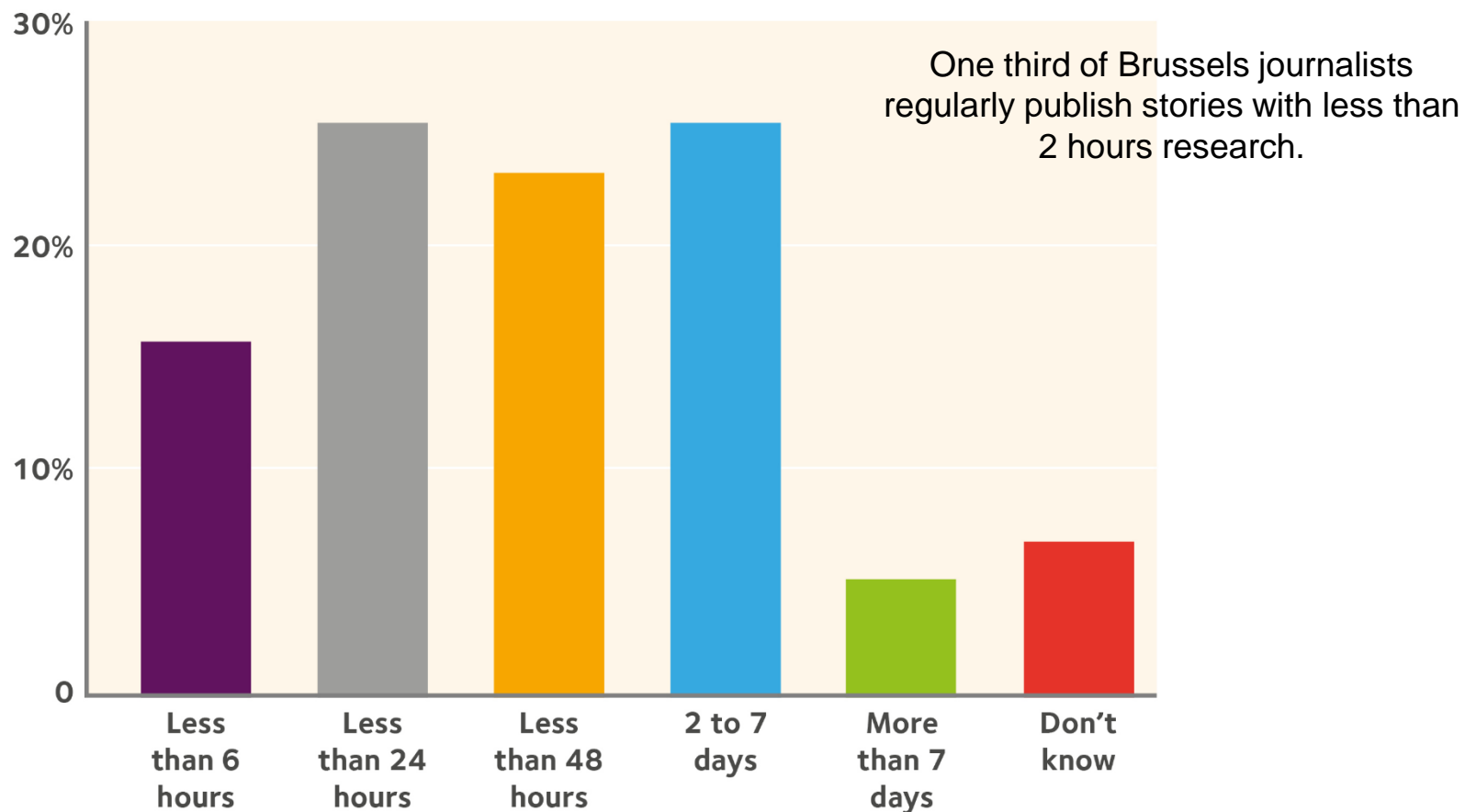
Q:

What presents the single greatest risk to the reputation of your European association (as opposed to your industry sector) among Brussels stakeholder?



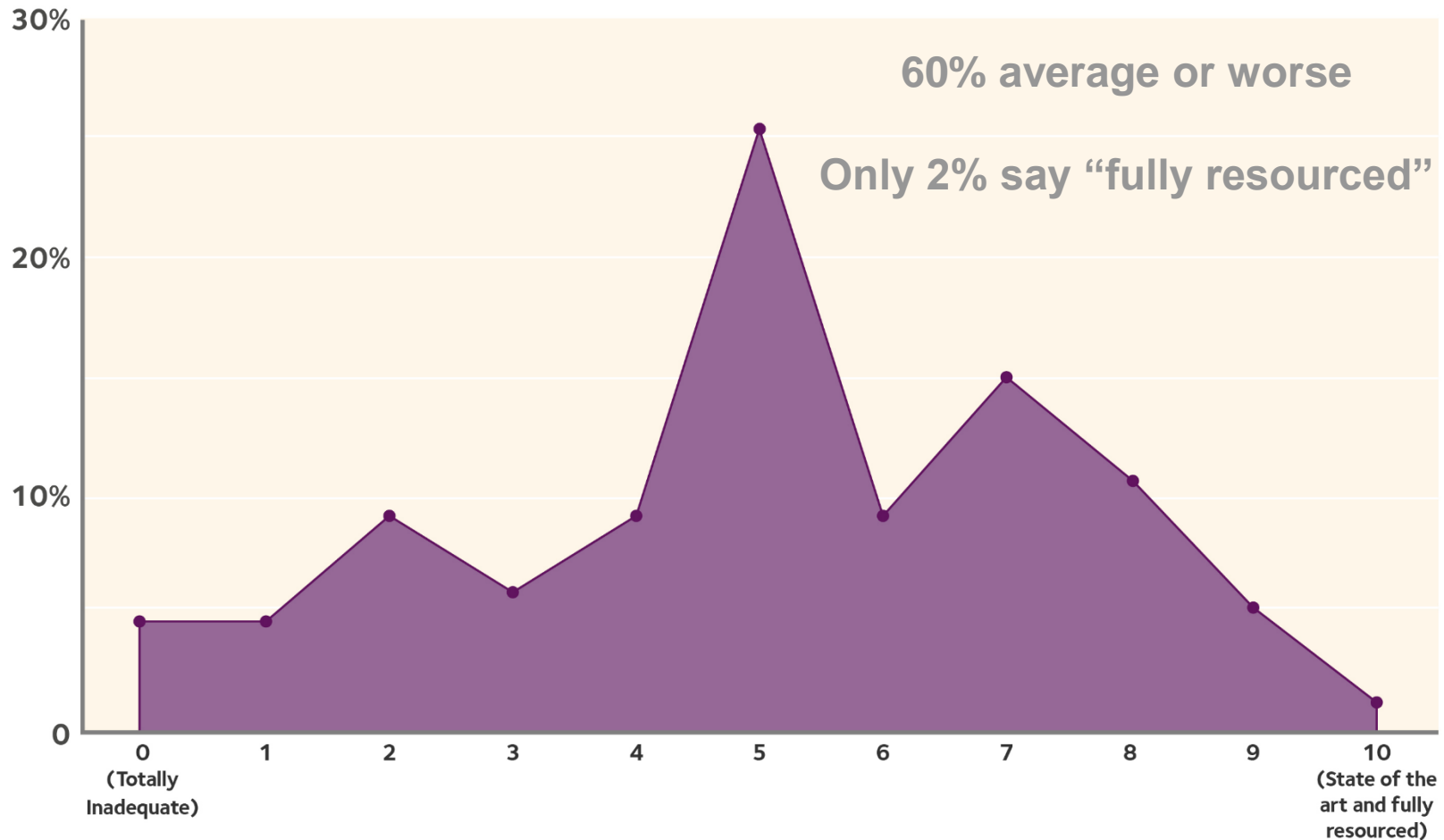
Q:

How long does it take your European association typically to get a press release out from a first draft through to sending it out to journalists?



Q:

How would rate the human and financial resources of your European association's communications function between 0 and 10 - Where 0 is totally inadequate, and 10 is state of the art and fully resourced



Is your European Association empowered to communicate with your industry's key stakeholders in EU Member States ?

Yes

- “In coordination with national members”
- “But you always operate in between risks”

**Two thirds say YES
they are empowered!**

No

- “Strict remit of national associations”
- “This is covered by National Associations or member companies in country”

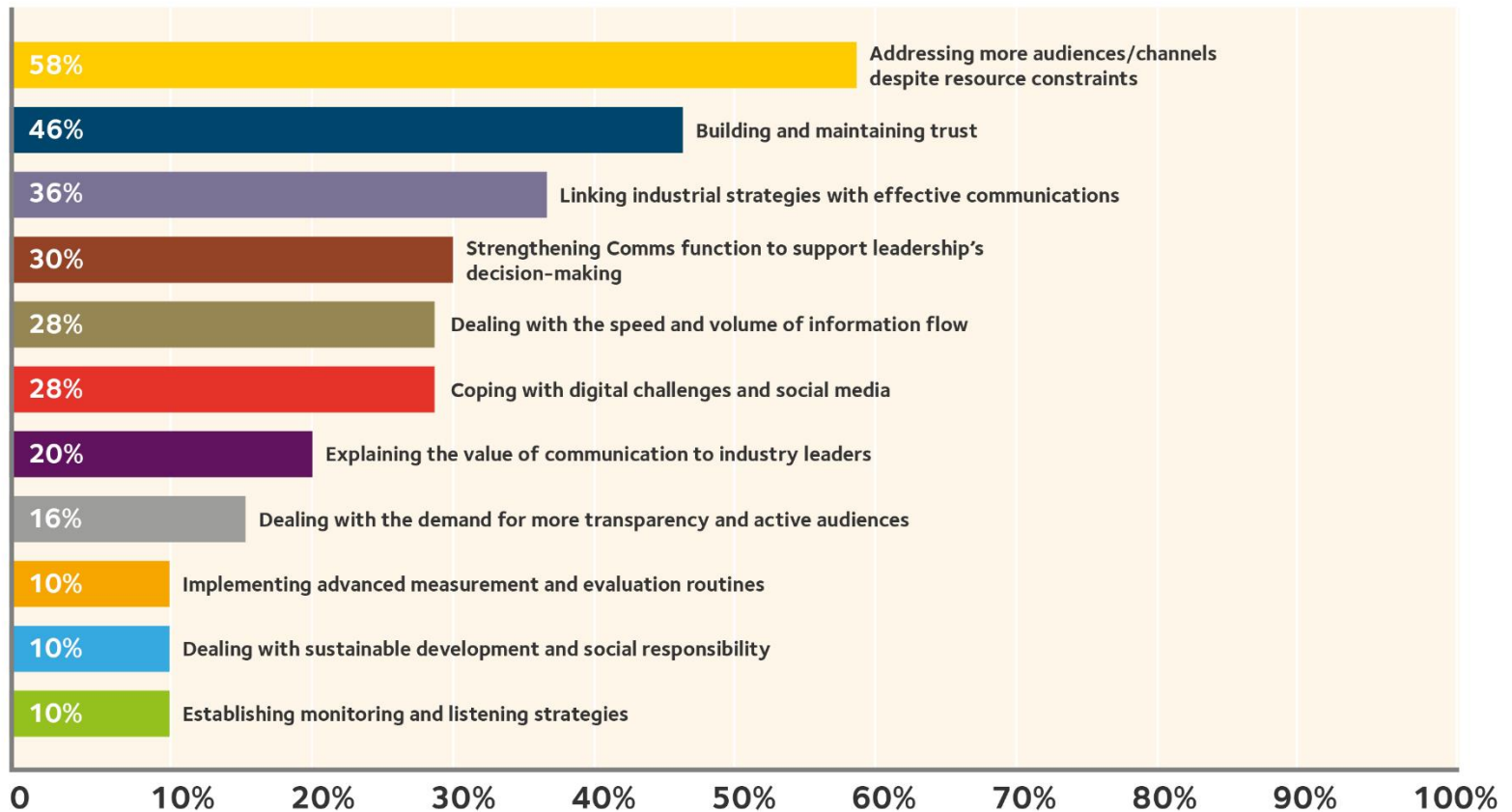
Indirectly

- “We offer tools and support to help them do a better job at national level”



Q:

The top three issues for an association's communications over the next 3 years.



Total adds to more than 100% as multiple responses were allowed.

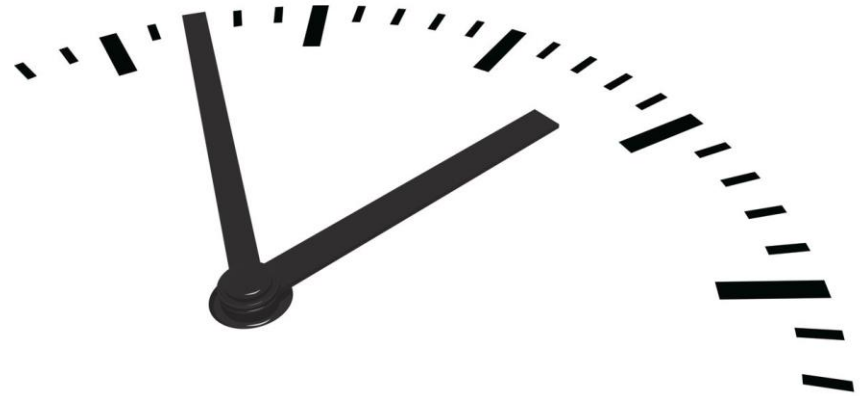
I. CHALLENGES FACING JOURNALISTS



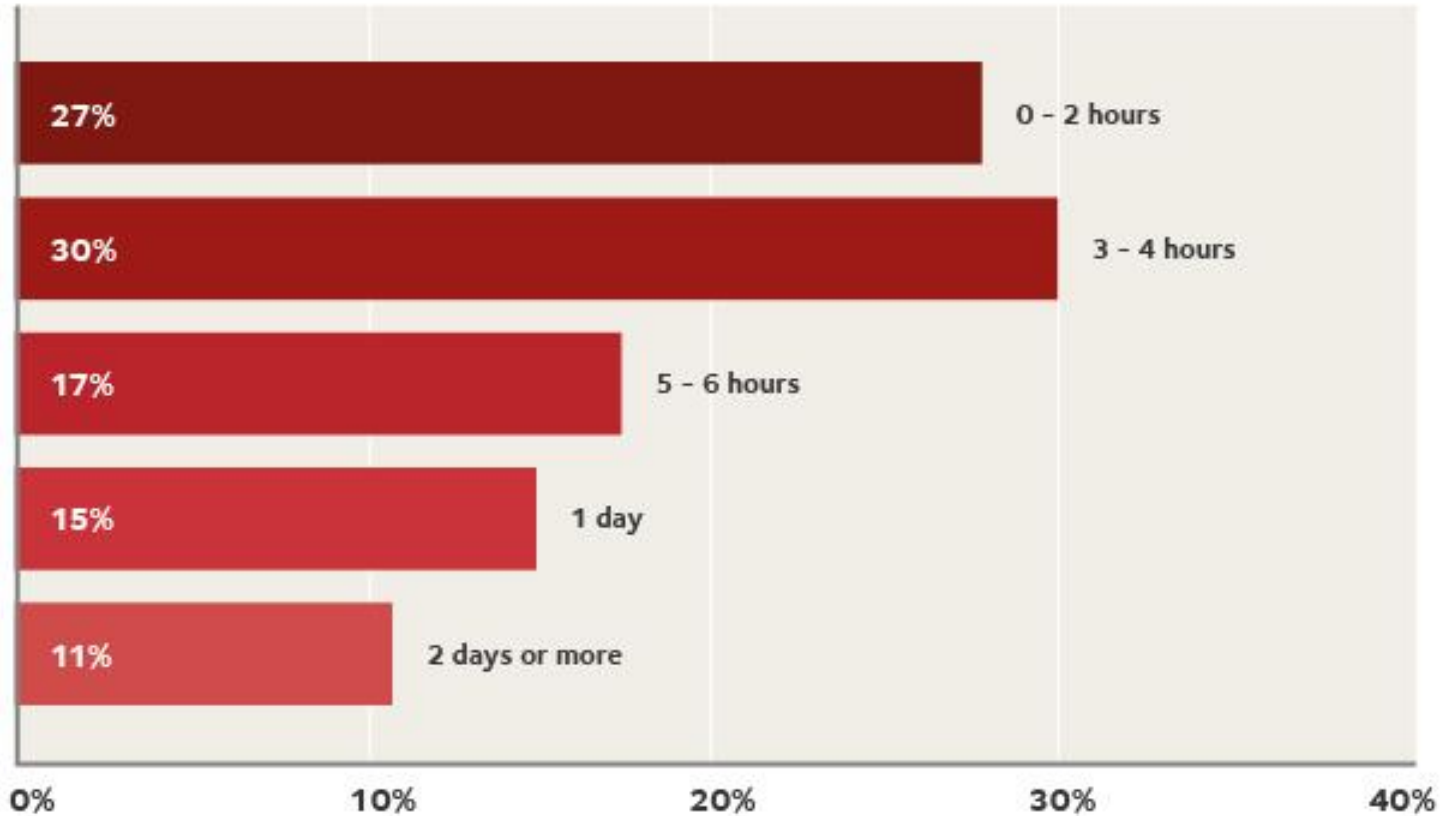
recruiting the people
who talk for you

Challenge 1: TIME

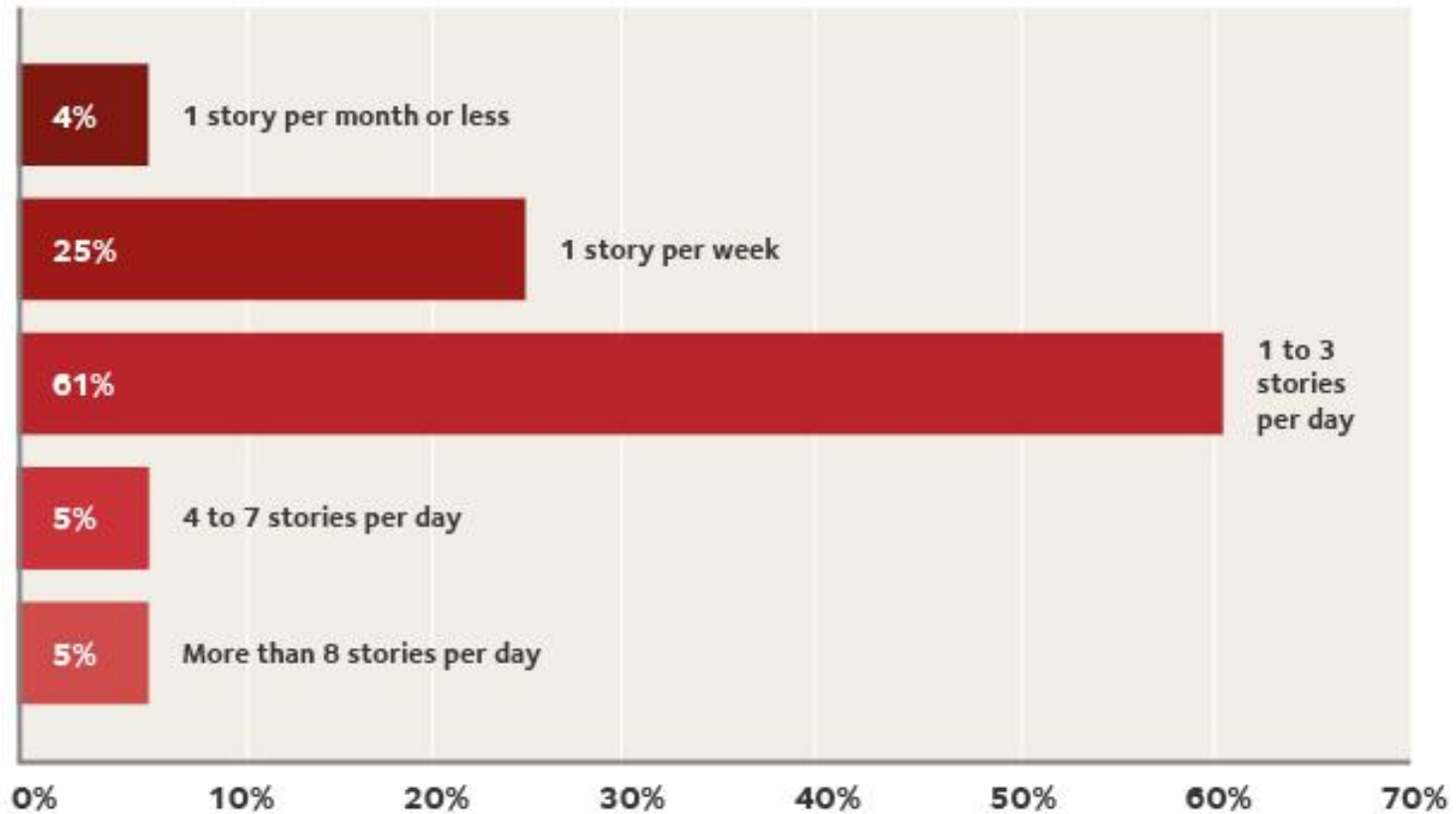
- “Time - Everything has to be done so fast, that you never seem to be able to think first.”
- “Being faster than Twitter.”
- “To remain calm and professional in an increasingly hectic environment.”



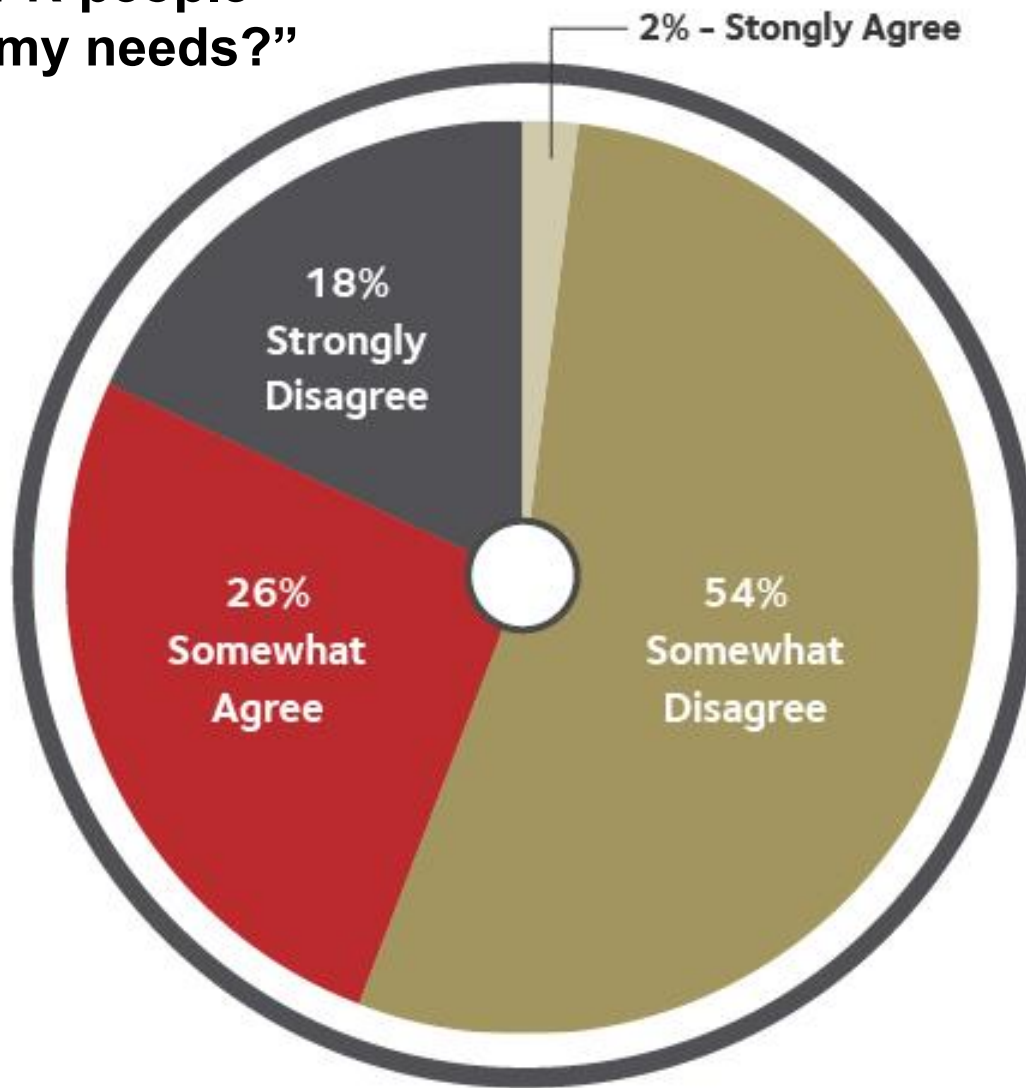
Survey Question:
How much time do you have to research a story typically before submitting it for publishing?



Survey Question: How many stories are you expected to produce?



Survey Question:
**“Do most PR people
understand my needs?”**

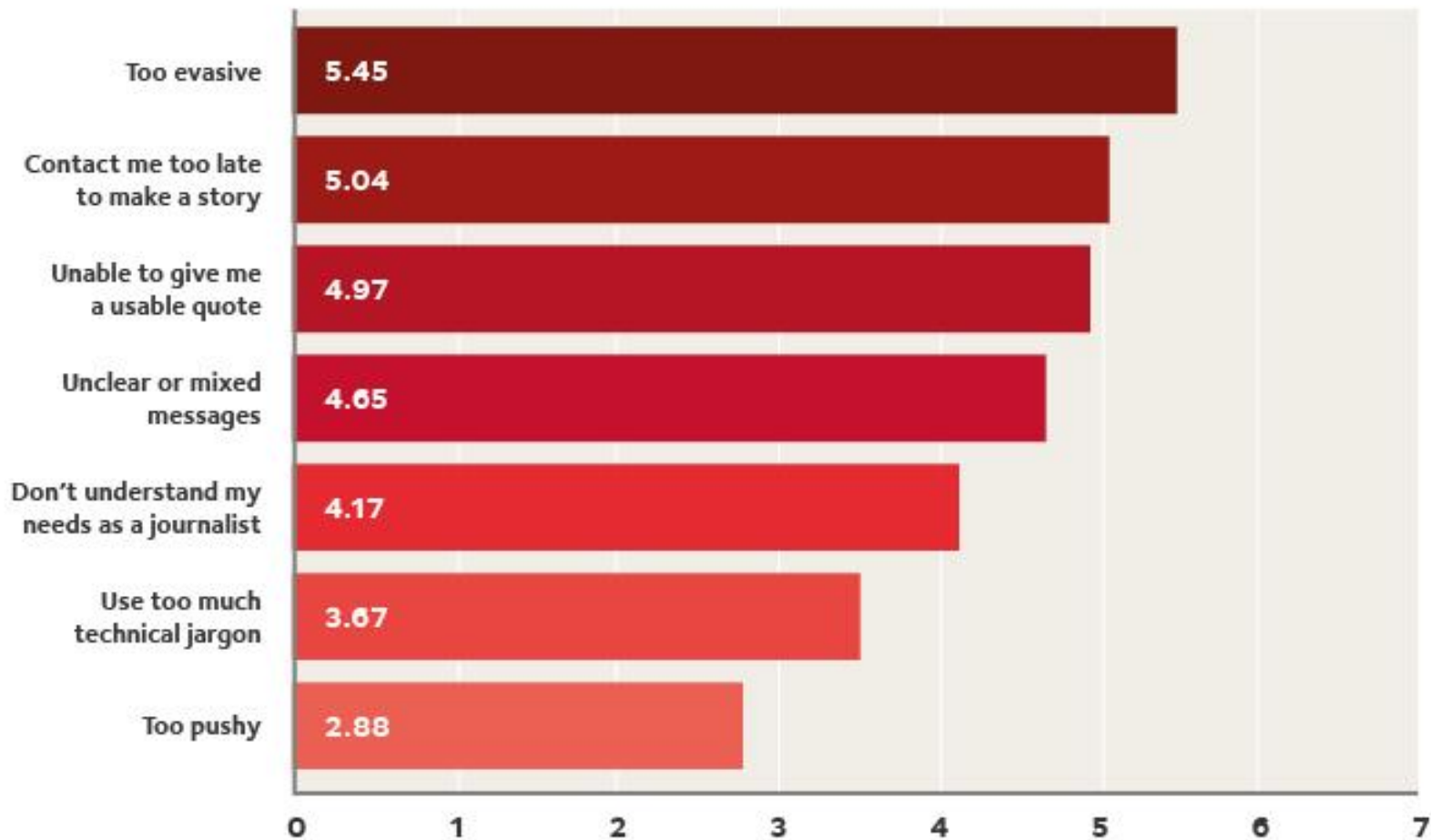


II. SPOKESPERSONS AND PUBLIC RELATIONS



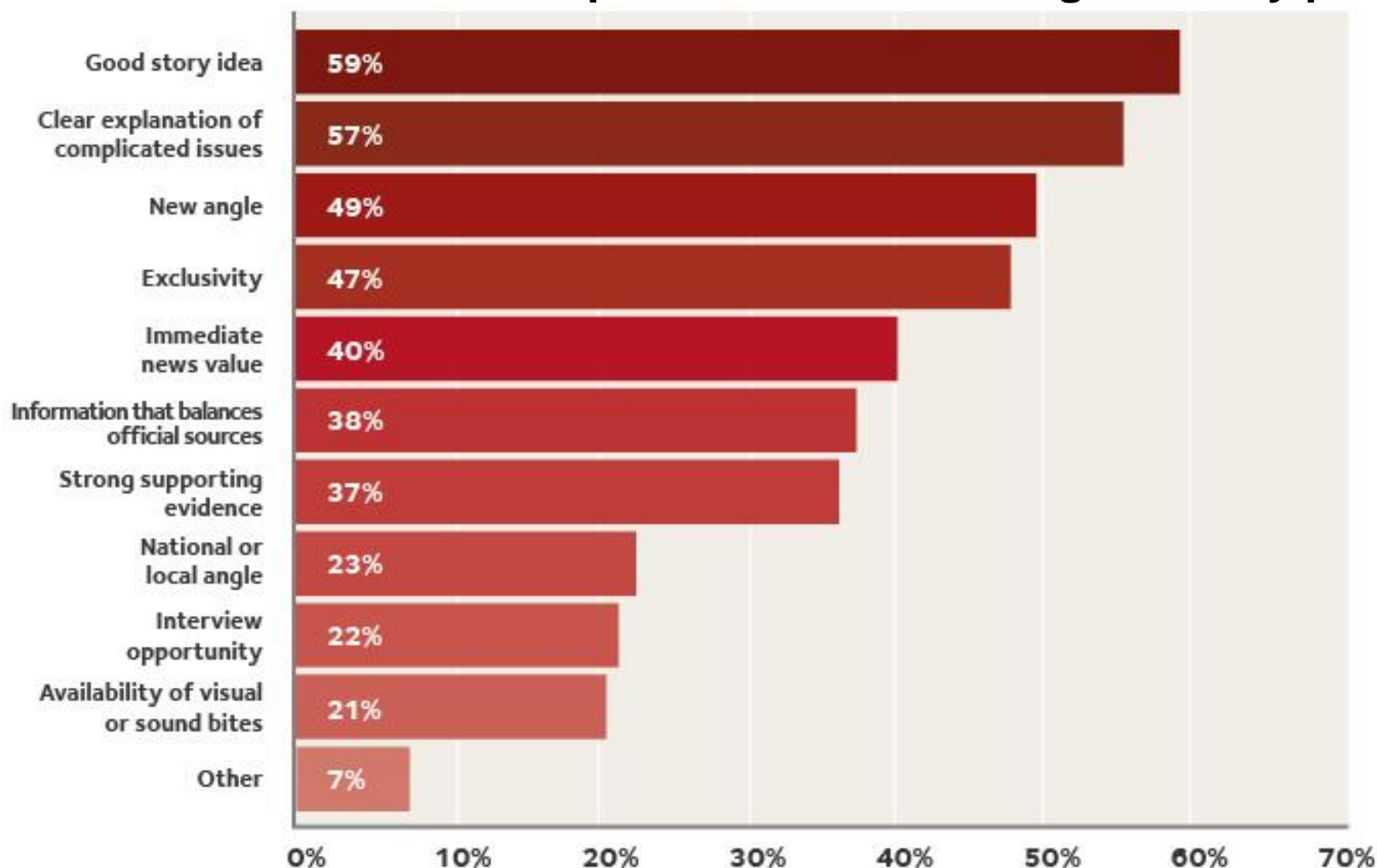
iting the people
who talk for you

Survey Question: What are your top complaints about the spokespersons you interact with?



Ranking from 1 to 7 with highest scores meaning the biggest complaints.

Survey Question: What are the most important elements in a good story pitch?



*Multiple elements possible
hence % greater than 100.*

IV. PRESS RELEASES: THE GOOD, THE BAD AND THE UGLY

Think the press release is dead?
Think again.

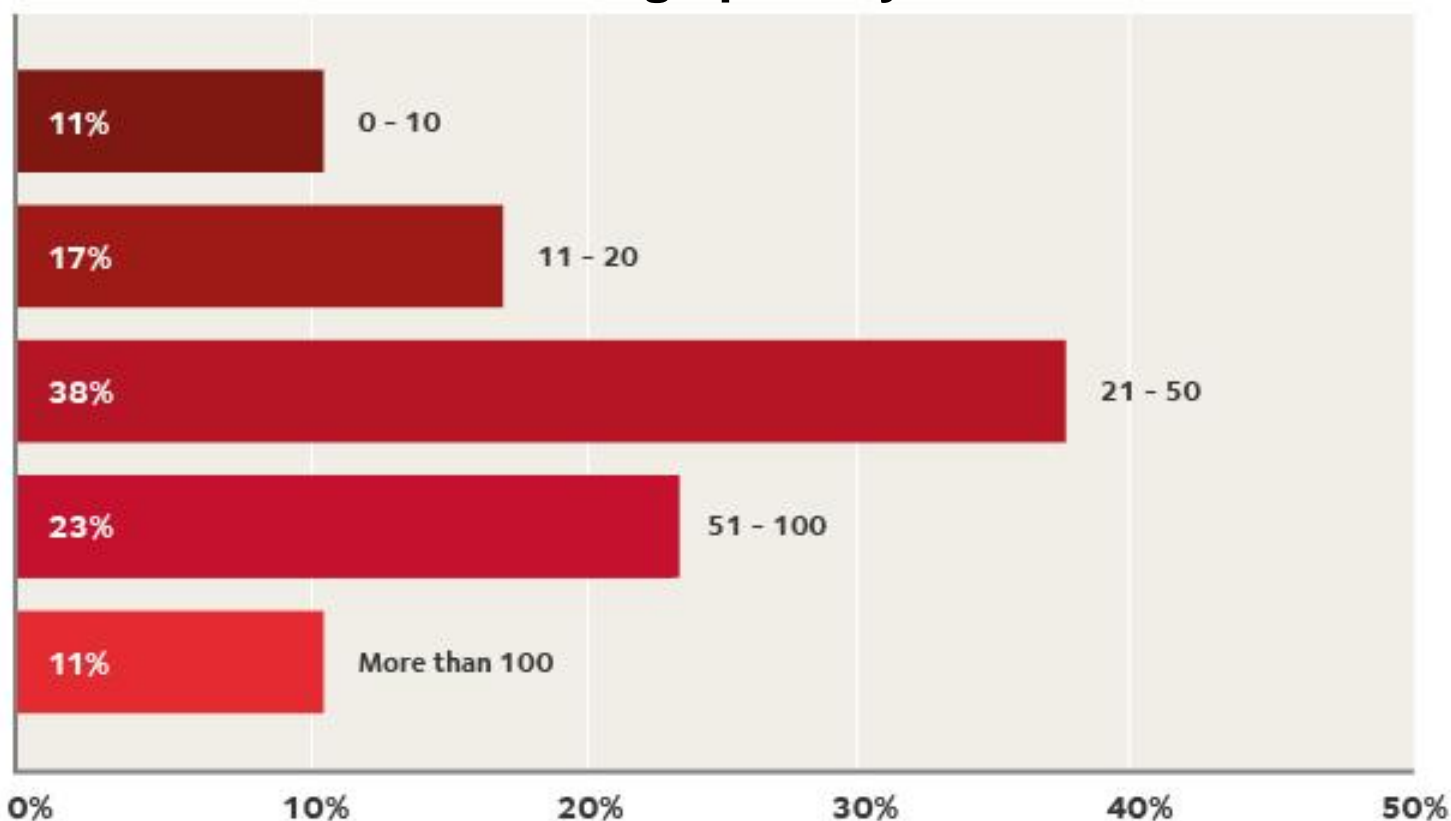


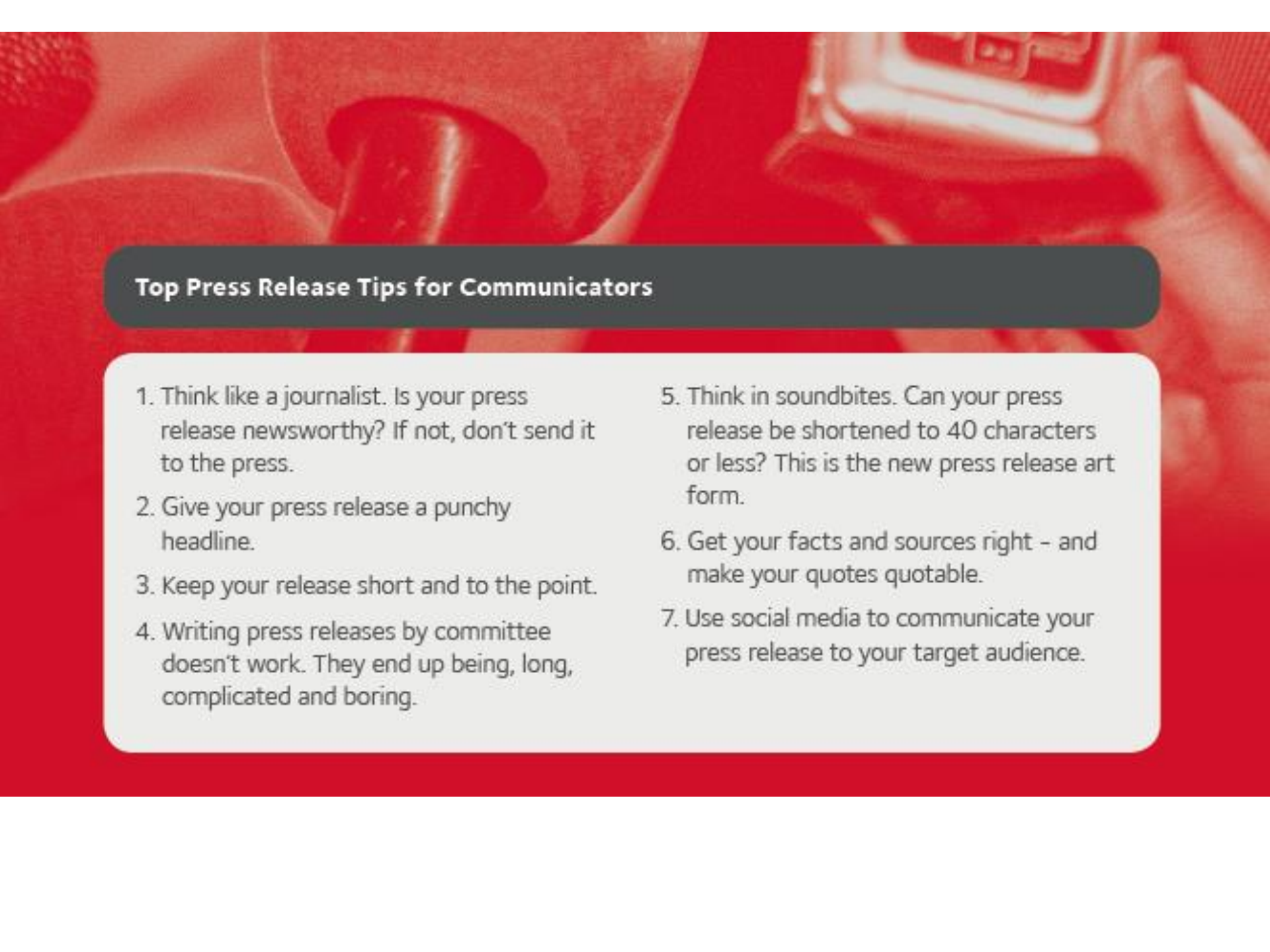


DANIELA VINCENTI, EDITOR-IN-CHIEF
AT EURACTIV.COM.

“Press releases are good when they are quick reactions. We can’t call every stakeholder for a reaction. So it’s great to get press releases linked to stories we’re writing that day. They are useless two days later. Also, if you want to grab our attention it is vital to get the headline and subject line right. Journalists skim for keywords and if they are not well thought through we will delete, delete, delete.”

Survey Question: How many press releases do you receive on average per day?





Top Press Release Tips for Communicators

1. Think like a journalist. Is your press release newsworthy? If not, don't send it to the press.
2. Give your press release a punchy headline.
3. Keep your release short and to the point.
4. Writing press releases by committee doesn't work. They end up being, long, complicated and boring.
5. Think in soundbites. Can your press release be shortened to 40 characters or less? This is the new press release art form.
6. Get your facts and sources right - and make your quotes quotable.
7. Use social media to communicate your press release to your target audience.

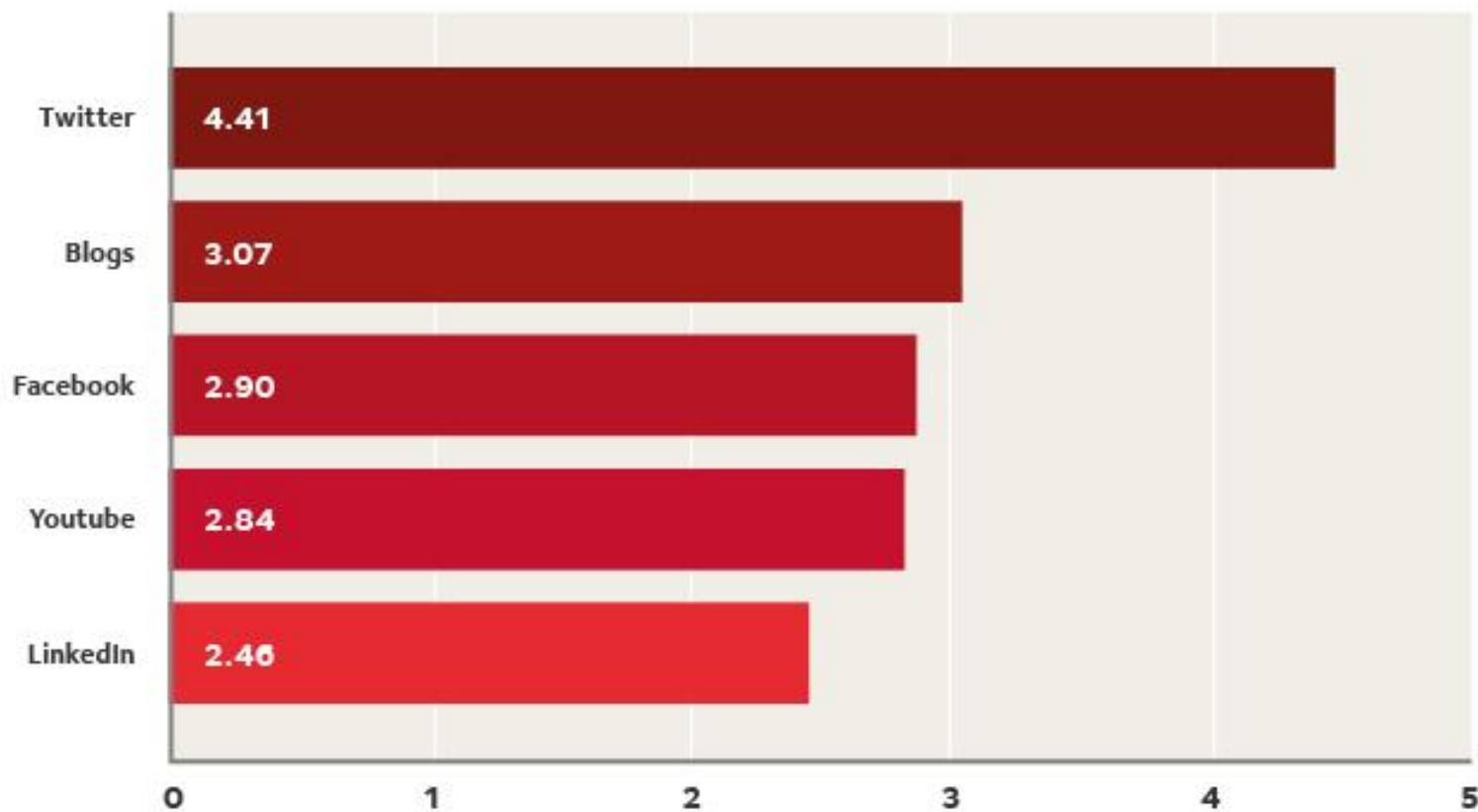
V. JOURNALISTS WORKING WITH ONLINE AND SOCIAL MEDIA

#EUMEDIA



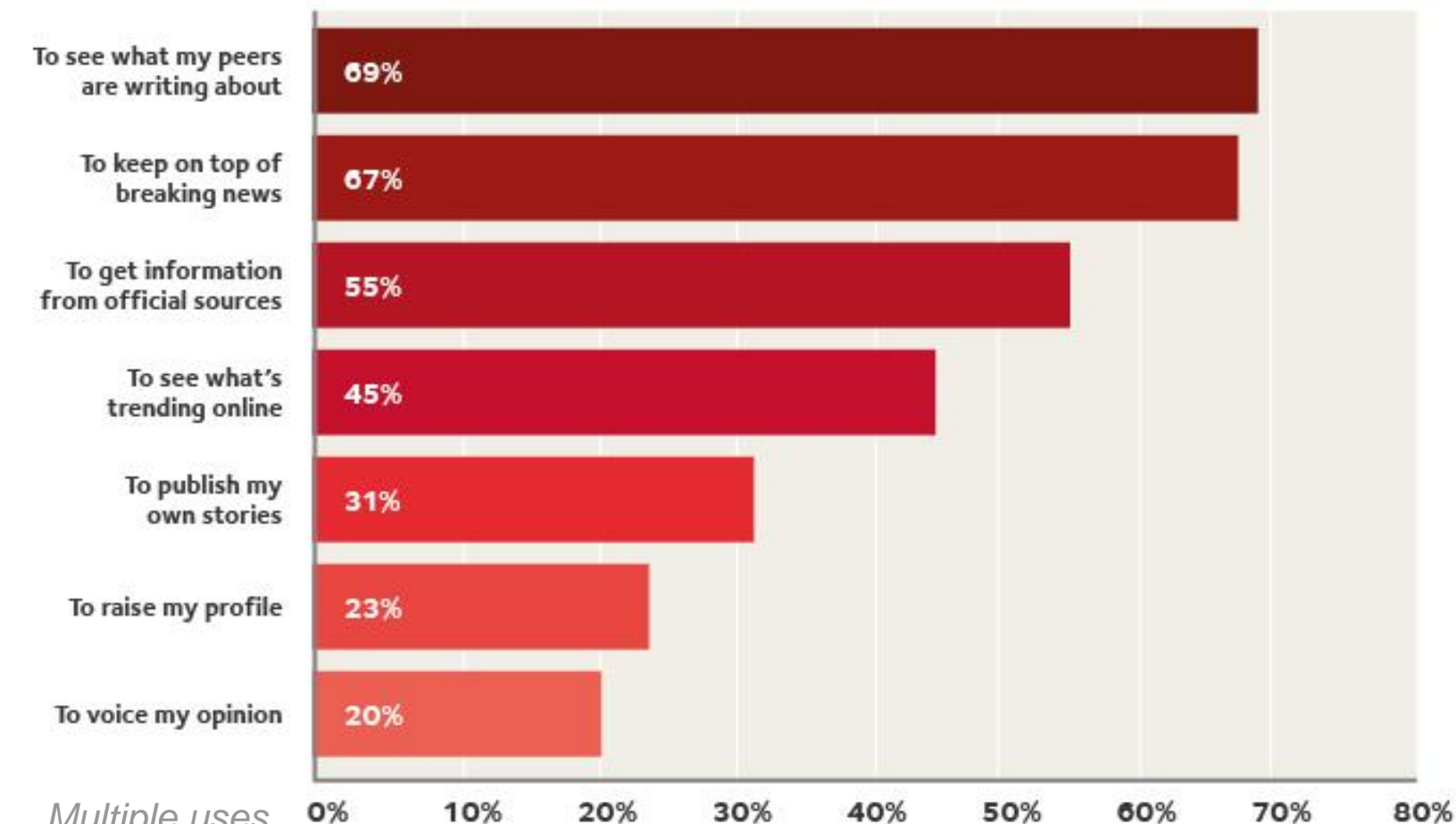
recruiting the people
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Survey Question:
Which are the most important digital media for your work?



Ranking of 5 digital media with highest scores denoting highest importance.

Survey Question: How do Brussels journalists use social media?



Multiple uses possible hence % greater than 100.

EU Journalist Survey





CHRIS MORRIS, BBC EUROPE
CORRESPONDENT.

"Twitter has been fantastic for the finance crisis...Ironically the more difficult the subject, the more useful Twitter was."



JEAN QUATREMER, BLOGGER AND
JOURNALIST.

"I have two publics. For Libération, it's French. For the blog, it's Europe."

e recruiting the people
who talk for you



Association Leadership Experts

Mark Dober

M: +32 (0)477 950 466

E: mark@ellwoodatfield.com

W ellwoodatfield.com

[@ellwoodatfield.com](https://twitter.com/ellwoodatfield)

ellwoodatfield.com

Dr. Rachel Barlow

M: ++32 (0)478 88 22 27

E: rachel@ellwoodatfield.com

Natalia Kurop

M: ++32 (0)488 945 579

E: natalia@ellwoodatfield.com