

THE
ADVOCACY ACADEMY
Public Affairs Certificate
Greek Edition

A first in Greece - and internationally

Public Affairs and Networks, in collaboration with the Advocacy Academy, present the “**Advocacy Academy Public Affairs Certificate – Greek Edition**” – A unique professional training program for Public Affairs professionals in Greece.

- **10 online webinars** led by top experts
- **1 full-day in-person training**
- Practical frameworks, strategic tools, and proven methodologies needed to lead effective advocacy and stakeholder engagement efforts.

January – December 2026

Advocacy Academy Public Affairs Certificate – Greek Edition

The **Advocacy Academy Public Affairs Certificate – Greek Edition** is a structured, internationally relevant professional development program designed to equip Public Affairs professionals with the practical frameworks, strategic tools, and proven methodologies needed to lead effective advocacy and stakeholder engagement efforts.

Grounded in global best practices, this certificate provides participants with a clear and actionable approach to public affairs—from building advocacy strategies and engaging stakeholders to navigating regulatory landscapes and demonstrating impact.

Whether you're working in a corporate, NGO, association, or consultancy setting, the program empowers professionals with the confidence, clarity, and consistency to elevate their influence and deliver outcomes that align with organizational and societal goals.

This is not just a course—it's a **professional toolkit for strategic advocacy success**.

PROFESSIONAL OUTCOMES

Upon completion of the Advocacy Academy Public Affairs Certificate – Greek Edition, participants will be able to:

1. **Design and implement structured advocacy strategies** using globally tested frameworks that align with business or mission objectives.
2. **Map and engage stakeholders effectively**, leveraging influence dynamics, power-interest matrices, and evidence-based messaging approaches.
3. **Navigate policy and regulatory environments** with confidence, using structured risk assessments, issue prioritization, and timing tools.
4. **Develop high-impact messaging and campaigns** tailored to policymakers, regulators, and other public-facing stakeholders.
5. **Measure and demonstrate advocacy impact** through customized KPIs and evaluation frameworks that resonate with both internal and external audiences.
6. **Apply a toolkit of ready-to-use templates**, including stakeholder maps, policy briefs, advocacy plans, and reporting dashboards.
7. **Build internal alignment and cross-functional collaboration**, bridging government relations, communications, compliance, and business units.
8. **Position themselves as strategic advisors**, capable of providing policy foresight, stakeholder intelligence, and reputational insight at the executive level.

MEET THE TRAINERS

PAUL SHOTTON



Paul is a seasoned Public Affairs practitioner and academic specializing in advocacy strategy, campaign planning, and impact evaluation. As Co-Founder of Advocacy Strategy, he has supported multinational companies, global trade associations, and NGOs in building rigorous, measurable public affairs processes across Europe and beyond. With a strong background in teaching and applied learning, Paul brings expertise in capacity building and knowledge transfer, ensuring participants can embed structured advocacy practices in their day-to-day work.

Alan Hardacre



Alan is a senior leader in Public Affairs with deep expertise in advocacy strategy, organizational design, and government relations management. He is Co-Founder of Advocacy Strategy and founder of the Public Affairs Clinic, working with major corporations and associations to align advocacy with commercial outcomes. Formerly Director of Group Corporate Affairs at Imperial Brands, Alan restructured global functions to maximize stakeholder impact. Today, he combines consulting with teaching as Visiting Professor at IHECS Academy in Brussels, bringing extensive real-world experience of multilateral and high-stakes advocacy campaigns.

ADVOCACY ACADEMY FRAMEWORK



At the heart of the **Advocacy Academy Public Affairs Certificate – Greek Edition** is a best-in-class **Public Affairs Framework**—a practical, step-by-step model that reflects the full lifecycle of strategic advocacy in any organisation or sector.

This framework breaks down the complexity of Public Affairs into **clear, actionable components**—from internal alignment and strategy development to stakeholder engagement and impact evaluation. It provides the professional structure that many PA teams lack, enabling consistency, clarity, and accountability across all activities.

Professionals will acquire the knowledge, tools and skills over each core element of the framework:

1. **Internal Alignment** – Establishing organisational buy-in and aligning with leadership expectations
2. **Prioritization & Objective Setting** – Setting clear advocacy priorities, measurable objectives and KPI that align to organisation objectives and demonstrate value contribution.
3. **Internal Coordination** – Integrating Public Affairs into organizational processes and securing input across functions.
4. **Strategic Planning & Budgeting** – Building and executing a cohesive annual Public Affairs strategy and budget aligned to organisational needs and your objectives.
5. **Internal Reporting & Information Management** – Demonstrating value through structured internal reporting and building the right information management platform for success.
6. **Advocacy Assets** – Creating compelling position papers, policy briefs, and engagement collateral.

7. **Monitoring & Intelligence** – Systematically tracking political, regulatory, and stakeholder developments and converting this into the right internal updates / documents.
8. **Stakeholder Engagement** – Mapping, managing, and meaningfully engaging with key stakeholders through both direct and indirect channels.
9. **Trade Associations / Coalitions / Alliances** – Leveraging trade and industry groups to amplify collective influence.
10. **Building and Leveraging and Echo Chamber** – Building out your influence through an echo chamber.

Whether you are part of a mature Public Affairs function or building one from the ground up, this framework brings **professional discipline** to Public Affairs, transforming fragmented efforts into integrated, high-impact advocacy.

A COMPLETE TOOLKIT

Participants will leave with a **complete toolkit** to embed this framework into their day-to-day operations—including tools, templates, checklists, and real-world examples. They will have the opportunity to take this best practice back into their organisation and share with their colleagues.

THIS FRAMEWORK WILL:

1. Provide a methodology to **deconstruct the advocacy process**. It is based on strength across the entire advocacy process and not in just one or two areas.
2. Provide a comprehensive framework making your advocacy strategy more complete, which you need to be successful **across a complete set of activities** from one campaign to the next.
3. Deliver a **long-term improvement to your advocacy practice**. By adapting your advocacy practice to the method, you initiate long-term changes to the way in which you work individually and as a team.
4. Make your **advocacy strategy more adaptable and agile**. As internal and external events change, using our method makes it easier to react to KPI and understand what aspects of the strategy need to adapt as well as determine the consequences for other areas of your strategy.

EVALUATION AND CERTIFICATION PROCESS

The **Advocacy Academy Public Affairs Certificate – Greek Edition** is awarded upon successful completion of the program’s structured learning components and demonstration of applied competence across key Public Affairs capabilities. The evaluation process is designed to ensure both **a thorough understanding** and **practical application**.

1. Modular Assessment

EACH MODULE IN THE PROGRAM IS FOLLOWED BY A SHORT EVALUATION, INCLUDING:

- Multiple-choice quizzes or scenario-based questions to test comprehension.
- Practical exercises (e.g., stakeholder mapping, message drafting, strategy outline) to reinforce real-world application.

2. Capstone Project

Participants will complete a **capstone assignment** to apply the entire Advocacy Framework to a relevant issue or case. This may include:

- A stakeholder engagement plan
- An internal PA strategy document
- A monitoring/reporting structure
- Policy messaging tools

This ensures the participant can transfer learning directly into their professional context. This will be presented and discussed at the Summary Session at the end of the programme.

3. Peer Review & Facilitator Feedback

PARTICIPANTS RECEIVE:

- Structured peer feedback to encourage cross-sector learning and reflection.
- Expert facilitator written and verbal feedback on each component of their capstone, with detailed practical suggestions for improvement and adaptation.

4. Participation & Engagement

Active participation in workshops, discussions, or live sessions (where offered) is considered part of the overall engagement score.

5. Certification Criteria

TO RECEIVE THE ADVOCACY ACADEMY PUBLIC AFFAIRS CERTIFICATE – GREEK EDITION, PARTICIPANTS MUST:

- Complete all core modules and assessments
- Submit and pass the capstone project (minimum grade of 60/100)
- Achieve an overall score of **75% or higher**
- Participate in at least 80% of live or interactive components (if applicable)

AWARD AND RECOGNITION

UPON SUCCESSFUL COMPLETION, PARTICIPANTS WILL RECEIVE:

- A **digital certificate** verifying their professional development and competency in Public Affairs
- The right to reference the **Advocacy Academy Public Affairs Certificate – Greek Edition** in resumes, LinkedIn profiles, and internal HR development portfolios
- Optional listing in a public or private **Alumni Registry** (depending on program setup), signaling professional achievement to peers and employers
- The certificate validates practical expertise and offers a structured credential for those seeking to advance within or into strategic Public Affairs roles.