

Advocacy Academy PUBLIC AFFAIRS CERTIFICATE: GREEK EDITION January – December 2026

Duration of each online workshop: 3h

Month	Dates 2026	Topic & Description	Online Modules	Online Workshops	Additional Resources & Assignments
January	26 January 10h-13h CET	Welcome & Introduction: Dive into the Framework and certificate overview. Internal Alignment	Advocacy Academy: <ul style="list-style-type: none">• What is Public Affairs, Advocacy and Lobbying	1. Welcome & Introduction 2. Internal Alignment	Internal Alignment Survey Internal Alignment Venn
February	10 February 10h-13h CET	Prioritization & Objective Setting: Explore the essence of advocacy prioritization and its significance.	Advocacy Academy: <ul style="list-style-type: none">• From Issues to Advocacy Priorities,• Setting SMART Advocacy Priorities	1. Issue Prioritisation Workshop 2. SMART Objectives Workshop + Office hours	Issue & Positioning Matrix Prioritization Matrix SMART Objectives Framework
March	10 March 10h-13h CET	Business Coordination: Integrating Public Affairs into business processes and securing input across functions.	-	1. Business Coordination 2. Cross functional alignment	Internal Alignment Venn Steering Group R&R
April	28 April 10h-13h CET	Strategic Planning & Budgeting – Building and executing a cohesive annual Public Affairs strategy and budget.	-	1. Annual Public Affairs Plan 2. Annual Public Affairs Budget	Annual Plan Template Annual Budget Template

May	12 May 10h-13h CET	Internal Reporting & Information Management – Demonstrating value through structured internal reporting and building the right information management platform for success.	Advocacy Academy: <ul style="list-style-type: none">• Information Management	1. Internal Reporting 2. Information Management	Internal Reporting Framework Internal Report Cases Information Management Check-List
June	9 June 10h-13h CET	Advocacy Assets – Creating compelling position papers, policy briefs, and engagement collateral.	Advocacy Academy: <ul style="list-style-type: none">• Position Papers• Policy Briefs	1. Position Papers 2. Advocacy Asset Planning	Asset Matrix Position Paper / Policy Brief templates Position Paper guidance
July	1 July 10h-13h CET	Monitoring & Intelligence Gathering : Systematically tracking political, regulatory, and stakeholder developments and converting this into the right internal updates / documents	Advocacy Academy: <ul style="list-style-type: none">• Monitoring and Intelligence Gathering Strategy,• High Impact Monitoring Alerts	1. Monitoring Success 2. Key Monitoring Documents & Templates	Issue Alert formats Timelines Issue Update Sheets
September	22 September 10h-13h CET	Stakeholder Engagement & Messaging : Delve into stakeholder mapping and the formulation of advocacy messages.	Advocacy Academy: <ul style="list-style-type: none">• How to do Stakeholder Mapping,• Develop Messages and Message House• Translation scientific	1. Stakeholder Analysis Workshop 2. Messaging	Stakeholder Map Message House Assets Matrix
October	13 October 10h-13h CET	Associations / Coalitions / Alliances – Leveraging trade and	Advocacy Academy: <ul style="list-style-type: none">• Leverage your Trade Association	1. Leverage and Coordinate your Trade Association Work	Trade Association Overview

		industry groups to amplify collective influence.		2. Coalitions & Alliances	
November	10 November 10h-13h CET	Building and Leveraging and Echo Chamber – Building out your influence through an echo chamber.	Advocacy Academy: • Building an Echo Chamber	1. Building an Echo Chamber	Echo Chamber Matrix
December	25 November 10h-13h CET	Summary Session: Review all learnings / develop case studies	-	1-day in person gathering to review all materials together through case studies and interactive sessions.	Case Studies Full Public Affairs Framework Public Affairs Annual Plan