

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 |
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| 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 |

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| 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. | <ul style="list-style-type: none"> Advocacy Academy: 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 |

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| | | 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: <ul style="list-style-type: none"> 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 |