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PA&N Executive Education

Advocacy Academy Public Affairs Certificate

A flagship executive programme in Public Affairs

In partnership with Advocacy Academy

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Why Public Affairs?

Public Affairs has become an essential management discipline.

In an environment shaped by geopolitical uncertainty, increasing regulatory complexity, technological disruption and growing stakeholder expectations, organisations are expected to anticipate change rather than simply react to it.

Public Affairs professionals play a central role in that effort. They help organisations understand the political and regulatory environment, engage constructively with policymakers and stakeholders, identify emerging risks and opportunities, and contribute to better strategic decisions.

The role itself has evolved significantly. Today's Public Affairs professionals are expected not only to influence external developments, but also to advise executive leadership, build internal alignment and demonstrate the value of Public Affairs across the organisation.

Meeting these expectations requires structured methodologies, strategic thinking and a commitment to continuous professional development.

The **Advocacy Academy Public Affairs Certificate – Greek Edition** has been designed to support that development by combining internationally recognised Public Affairs methodologies with practical application and the realities of the European and Greek policy environment.





Advocacy Academy Public Affairs Certificate

Developing strategic Public Affairs capabilities.

The **Advocacy Academy Public Affairs Certificate – Greek Edition** is PA&N's flagship executive programme in Public Affairs.

Developed and delivered in partnership with **Advocacy Academy**, it combines internationally recognised methodologies with practical experience to help professionals strengthen their strategic capabilities and enhance the contribution of Public Affairs within their organisations.

The programme has been designed for professionals working in Public Affairs, Government Affairs, Corporate Affairs, External Affairs and related functions who wish to develop a more structured and strategic approach to advocacy.

Who Should Attend

The programme is intended for professionals working in:

- Public Affairs
- Corporate Affairs
- Government Affairs
- Regulatory Affairs
- External Affairs
- Communications
- Sustainability
- Trade Associations

Learning Experience

The programme combines:

- Ten live online executive sessions
- One full-day workshop in Athens
- Practical exercises and case discussions
- A capstone project
- Executive peer learning
- Continuous faculty feedback





The Advocacy Academy Framework

A structured methodology for modern Public Affairs.

One of the challenges facing many Public Affairs functions is that they evolve organically rather than systematically. Teams often develop expertise in individual areas—government engagement, stakeholder management or policy monitoring—without a common methodology that connects these activities into a coherent Public Affairs strategy.

The Advocacy Academy Public Affairs Certificate is built around the **Advocacy Academy Framework**, a structured methodology developed from international practice and refined through years of work with multinational companies, trade associations and public affairs teams across Europe.

Rather than viewing Public Affairs as a series of isolated activities, the Framework presents it as an integrated management discipline, connecting strategy, stakeholder engagement, organisational alignment and performance measurement into a single operating model.

It provides participants with a practical methodology that can be applied immediately within their own organisations, regardless of sector or level of organisational maturity.

The Framework helps professionals:

- Align Public Affairs with organisational priorities.
- Develop structured advocacy strategies.
- Strengthen stakeholder engagement.
- Improve internal coordination.
- Measure and demonstrate value.
- Build sustainable organisational capability.

The objective is to strengthen the overall effectiveness of the Public Affairs function.





The Public Affairs Lifecycle

The Advocacy Academy Framework

The Advocacy Academy Public Affairs Certificate is built around the **Advocacy Academy Framework**—a structured methodology that organises Public Affairs into ten interconnected components covering the complete advocacy lifecycle.

The Framework at a Glance



Throughout the programme, participants learn how these elements work together as an integrated Public Affairs management system.



Developing Public Affairs Leaders

The Advocacy Academy Public Affairs Certificate has been designed to strengthen the capabilities that define effective Public Affairs professionals in today's complex policy environment.

Participants complete the programme with the ability to:

Think Strategically

Develop structured Public Affairs strategies that align with organisational priorities and support long-term business objectives.

Navigate Complexity

Interpret political and regulatory developments, identify emerging risks and opportunities, and translate external developments into strategic insight.

Engage Effectively

Build meaningful relationships with policymakers, regulators, trade associations and other stakeholders through structured engagement approaches.

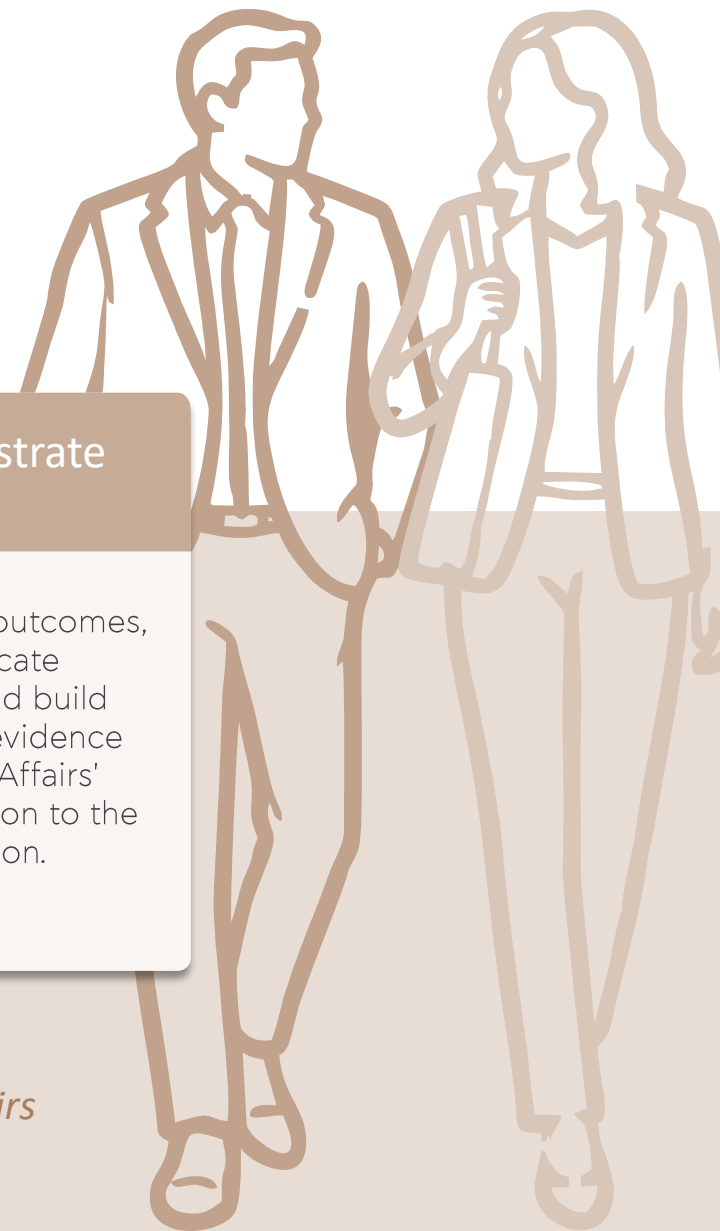
Lead with Confidence

Strengthen internal alignment, advise executive leadership and position Public Affairs as a strategic contributor to organisational success.

Demonstrate Value

Measure outcomes, communicate impact and build credible evidence of Public Affairs' contribution to the organisation.

Above all, participants develop a structured methodology that enables them to approach Public Affairs with greater clarity, consistency and strategic confidence.





The Learning Journey

The **Advocacy Academy Public Affairs Certificate** has been designed as a progressive learning experience.

Over twelve months, participants develop a structured understanding of modern Public Affairs by combining internationally recognised methodologies with practical application, executive discussion and peer learning.

The programme follows the natural progression of the **Advocacy Academy Framework**, enabling participants to build their capabilities step by step and apply their learning immediately within their own organisations.

Programme Structure

Duration	January – November
Online Learning	Ten live executive webinars (30 hours)
Executive Workshop	One full-day in-person workshop in Athens
Capstone Project	Application of the Advocacy Academy Framework to a real Public Affairs challenge
Certification	Awarded upon successful completion of the programme requirements

Throughout the programme, participants benefit from:

- Live executive learning with internationally recognised faculty
- Practical frameworks and real-world case discussions
- Individual and group exercises
- Continuous faculty guidance and feedback
- Executive peer learning and exchange of experience
- A capstone project integrating the programme's methodologies into a practical Public Affairs strategy

The Public Affairs Certificate is designed to help participants apply structured Public Affairs methodologies with greater confidence, consistency and strategic impact.





Why This Programme?

The **Advocacy Academy Public Affairs Certificate** has been designed to provide a structured approach to Public Affairs that participants can apply immediately within their own organisations.

The programme combines five elements that distinguish effective executive education.

International Perspective

The curriculum reflects international Public Affairs practice and draws upon experience from multinational companies, European institutions and global advocacy programmes.

Structured Methodology

The programme is built around the **Advocacy Academy Framework**—a practical methodology that helps participants approach Public Affairs in a consistent, systematic and measurable way.

Practical Application

Every session combines concepts with real-world examples, practical tools and executive discussion, enabling participants to translate learning into action.

Executive Peer Learning

Participants learn alongside experienced professionals from different industries, creating opportunities to exchange perspectives, discuss common challenges and broaden their professional networks.

Immediate Organisational Value

The programme is designed to strengthen the contribution of Public Affairs within participants' organisations.

The result is an executive programme that combines international best practice with practical application, helping participants become more effective Public Affairs professionals and more trusted advisers to executive leadership.





Faculty

Learning from practitioners who have shaped Public Affairs at the highest level.

The quality of executive education depends not only on the curriculum, but also on the experience of those who deliver it.

The **Advocacy Academy Public Affairs Certificate** is led by two internationally recognised Public Affairs practitioners who combine senior executive experience, strategic advisory work and academic teaching.

Together, they bring decades of practical experience across multinational companies, European institutions and international advocacy programmes, ensuring that every session combines structured methodology with real-world application.





Faculty



Alan Hardacre, PhD

Co-Founder and Director, Advocacy Academy and Advocacy Strategy

Alan is one of Europe's most recognised public affairs practitioners and executive educators, with 25 years of leadership experience across the European institutions, multinational companies, consultancy and executive education. He specialises in public and corporate affairs management, leadership development and organisational capability building.



Paul Shotton, PhD

Co-Founder and Director, Advocacy Academy and Advocacy Strategy

Paul is a public affairs management expert, practitioner and executive educator with 25 years of international experience. He specialises in campaign design, data-driven public affairs, the application of artificial intelligence in public affairs, and corporate affairs capability building.

Faculty Philosophy

The programme is built on a simple principle:

Executive education is most valuable when it is delivered by professionals who combine strategic thinking with practical experience.

Every session is designed to bridge theory and practice, enabling participants to apply internationally recognised methodologies to the realities of their own organisations.



Assessment & Certification

Earning the Certificate

The **Advocacy Academy Public Affairs Certificate** recognises not only participation, but the successful application of the programme's methodologies and frameworks.

Participants are expected to demonstrate both understanding and practical application throughout the programme.

Assessment

The assessment process includes:

- Short module assignments
- Practical exercises
- A capstone project applying the Advocacy Academy Framework to a real Public Affairs challenge
- Faculty feedback throughout the programme

Certification

The **Advocacy Academy Public Affairs Certificate – Greek Edition** is awarded to participants who successfully complete the programme requirements, including active participation, assessment and the capstone project. The Certificate reflects both professional commitment and demonstrated capability in the application of structured Public Affairs methodologies.

The objective of the assessment process is to support the practical application of Public Affairs within participants' organisations.





2026 | THE INAUGURAL COHORT

13 Public Affairs professionals

8 companies | **7** industries

Bringing together professionals from across the Greek business community

10 + 1

10 online learning sessions + one in-person executive day in Athens

International Faculty

Alan Hardacre & Paul Shotton

Experienced European Public Affairs practitioners and co-founders of Advocacy Academy

One professional community

Learning, exchanging perspectives and developing together

The Advocacy Academy Public Affairs Certificate returns in 2027.



Programme Information

2027 Cohort

Programme Structure

Duration	January – November 2027
Format	Ten live online executive webinars (30 hours)
Workshop	One full-day executive workshop in Athens
Language	English
Participants	Limited cohort to encourage interaction and executive discussion
Target Audience	Professionals working in Public Affairs, Corporate Affairs, Government Affairs and related functions
Certificate	Awarded upon successful completion of the programme

Applications

Applications are reviewed to ensure that each cohort brings together professionals from diverse organisations and sectors, creating a high-quality executive learning environment.

Places are limited to ensure an interactive executive learning experience.

Further information regarding dates, programme fees and the application process is available from Public Affairs & Networks.



Let's Start the Conversation

Whether you are looking to strengthen your own capabilities or invest in the development of your Corporate Affairs team, we would be pleased to discuss how the Advocacy Academy Public Affairs Certificate – Greek Edition can support your professional journey.

We look forward to welcoming you to the next Advocacy Academy Public Affairs Certificate cohort.

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