



Pre-Congress Workshop

An Advocacy Workshop

Thursday, November 9

9:30-12:30

with members of the ARTEMIS Advocacy Task Force & Advisory group

Surveys have shown that doing advocacy is considered by most AEC members to be quite important to be done, but not very popular to do. That's why it seems all the more crucial to empower our members to do advocacy at their own. The AEC Artemis project has taken up this task and dedicated one out of 8 work packages to the topic Representing the sector and advocating.

The main and most visible outcome of the Artemis advocacy activities so far is the development of a brand new and comprehensive AEC Advocacy Strategy in which target groups of advocacy actions are identified as well as key messages and partners with whom to undertake joint advocacy actions. Moreover, this paper addresses advocacy in a great variety of aspects, ie. as advocacy that can be seen upstream or downstream as well as horizontally and can be targeted to policy or regulatory matters.

The pre-conference workshop will show how the AEC Advocacy Strategy can be filled with life and how concrete advocacy measures and advocacy campaigns can be derived from it, which are suitable to be used by AEC members in a way that makes sense for them and can be implemented immediately. This will be done at the example of a few selected hands-on practical topics on diverse aspects of doing advocacy.

As part of the workshop, tools will be developed together with the participants that provide answers to questions such as:

- How to identify and formulate the goals of a campaign?
- How to identify target groups, and how to raise their interest in the topic?
- How to develop narratives and messages that appeal to the target group in question?
- What means of communication to use and how to use them?
- How to address and engage those who may have conflicting interests in the campaign?

