



THE EUROPEAN PARLIAMENT'S STAGIAIRE ASSOCIATION
is pleased to invite you to a seminar-discussion

LOBBYING AND PUBLIC AFFAIRS - A PART OF BRUSSELS LIFE AND EU POLITICS

On Thursday, 24 June 2010
in the European Parliament
(60, rue Wiertz / Wiertzstraat 60, Bruxelles/Brussel)
Bât. Altiero Spinelli, Room **A1G-2**
15:00-17:00

SPEAKERS:

- **Mr Robert MACK**,
*CEO of BURSON-MARSTELLER Brussels and
Vice-Chairman of the Management Committee, 'European
Public Affairs Consultancies' Association, EPACA*
- **Mr Frank SCHWALBA-HOTH**,
*former MEP, founding member of the German Greens and
independent Political Analyst and Strategist*
- **Ms Natacha CINGOTTI**,
*Lobby transparency and corporate power,
"Friends of the Earth Europe"*
- **Mr Björn HULTIN**,
Independent Political Organization Professional

THEMES:

- What is **lobbying**, why, where and how to lobby?
- Who are the **lobbyists**?
- Differences between **lobbying**, **advocacy**, **public affairs** and **corruption**
- Is **lobbying** legal, and in which **countries**? Should it become **legal**? **How**?
- Lobbying - **evolution** from the **past** to the **present** day
- What are the **best practices** and **strategies** for **successful lobbying**?
- The **ethics** of lobby (**code of conduct**)
- **How much** do the top 50 companies **in the EU** spend on **lobbying**?

MODERATOR: **Uldis ŠALAJEVS**, President of the European Parliament's Stagiaire Association

IMPORTANT NOTICE

This meeting is **open to the public**. However, for security reasons, participants who do not have a European Parliament access badge must obtain a pass in advance. Those wishing to obtain such a pass should send an e-mail to info@epstage.eu **before 23 June 2010**, containing **your full name, address and date of birth**. Without this information, the Security Service will not provide entry passes.

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