

EU Public Affairs Training: Digitalization in the EU



The EU digitalization agenda: what should we expect?

Achieving a Digital Europe has been a core priority of the European Commission since the start of President Ursula von der Leyen's mandate. The COVID-19 pandemic has added a tremendous sense of urgency to accelerate this transformation. To respond to such unprecedented challenges, the Commission is increasingly focusing its agenda on what is needed to enhance the digital transition of the European economy. The Commission's plans will have an impact on all sectors, with crucial discussions and negotiations on artificial intelligence, cybersecurity, digital skills, data, and more. The Dr2 Academy organizes trainings on the EU Digitalization Agenda to provide companies with a toolkit to make the most of this momentum and capitalize on the digital opportunities coming up in the future.

The EU Public Affairs Training

During a half-day online training, you will learn the ins and outs of the EU policymaking as well as to navigate the EU maze. This training focuses on the digital priorities of the European Commission to empower businesses, citizens and national authorities and will provide a comprehensive overview of the flagship initiatives aimed to make the EU a global leader in the digital transformation.

Do you want to know what business opportunities and challenges are included in the EU's digitalization agenda? Do you want to craft effective policy messages and make sure they fit with the EU narrative? Answers to these and many more questions will be brought to you during the EU Public Affairs Training on the EU Digitalization Agenda.

What will I gain from this training?

- ✓ Learn about the ins and outs of the EU inter-institutional relations and the decision-making procedures;
- ✓ Identify the most important initiatives of the EU digitalization agenda and the way they will impact your organization;
- ✓ Develop and implement a Public Affairs strategy to strategically position your organization at EU level;
- ✓ Understand and learn how to apply effective and innovative lobbying tools to represent your interests;
- ✓ Receive practical tips and tricks on how to develop and communicate your messages.

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