



**2012**

## **EASTMEAD EUROPEAN TRAINING**

**is offering**

- **“How Brussels Works – the Decision-Making Process”**  
27 February, 19 March, 23 April and 18 June

**£350 (exclusive of VAT)**

- **“Negotiating and Implementing Directives”**  
21 March, 21 May and 25 June

**£395 (exclusive of VAT)**

- **“EU Lobbying Skills”**  
12 March, 23 May and 2 July

**£350 (exclusive of VAT)**

- **“EU Negotiating Skills and Techniques”**  
14 and 15 May (a 2-day course)

**£850 (exclusive of VAT)**

**Venue: The Royal Thames Yacht Club, 60 Knightsbridge, SW1**

**Contact: Marie Kerr on 01548 531843; [marie@eetraining.co.uk](mailto:marie@eetraining.co.uk)**

**In-house bespoke solutions, including mentoring, also delivered**



**Thinking beyond training**



- COURSE:** **“How Brussels Works – The Decision- making Process”**
- NEED:** Understanding how Brussels works – a thorough explanation of the decision-making process
- FOR:** All staff whose job is affected by EU Business
- DURATION:** One day
- CONTENT:** **ANALYSIS OF INDIVIDUAL KEY INSTITUTIONS**
- Commission
  - Council
  - European Parliament
  - European Court of Justice
- } Their roles, structures, powers, pressure points
- THE DECISION-MAKING PROCESS**
- Start-to-finish
  - Codecision / Comitology
- COMMUNITY LAW**
- Analysis of Regulations and Directives
- DEALING WITH PROBLEMS**
- Infraction cases – brought by Commission
  - Legal challenges – in the Member State
- SOURCES OF HELP**
- Cabinet Office
  - UKREP
  - EU Co-ordination Units
- STYLE:** Participative lectures with examples  
Group / individual work  
Comprehensive course support material – both printed and on-line






**COURSE:** **“Negotiating and Implementing Directives”**

**NEED:** Understanding how to ensure the correct implementation of Directives

**FOR:** All staff who have to negotiate or implement Directives

**DURATION:** One day

**CONTENT:** **RE-CAP**  “DECISION-MAKING PROCESS”  
• “COMMUNITY LAW”

## **OVERVIEW OF THE LIFE-CYCLE OF A DIRECTIVE**

### **ANALYSIS OF LEGAL REQUIREMENTS ON MEMBER STATES**

### **TRANSPOSITION**

- Routes and methods for transposing Directives into National Law

### **IMPLEMENTATION APPROACHES**

### **ENFORCEMENT / SANCTIONS**

### **INFRACTIONS**

- The Role of the Commission
- The European Court of Justice

### **ACTIONS IN NATIONAL COURTS**

**STYLE:** Participative lectures with examples  
Group / individual work  
Comprehensive course support material – both printed and on-line





- EVENT:** **“EU Lobbying Skills”**
- BENEFIT:** To help you plan and present your case effectively
- FOR:** All staff with an interface with EU Institutions
- DURATION:** One day
- CONTENT:**
- NEGOTIATING SKILLS**
- General points relevant to any negotiation
  - How Brussels differs
- STRATEGY AND TACTICS**
- Preparing your brief /managing your constituency
- LOBBYING SKILLS AND PRACTICE**
- Effective management of your message
- TIPS / DO’S AND DON’TS**
- PROCEDURES AND ETIQUETTES**
- Insight into Brussels meetings
  - Understanding Codecision
- SOURCES OF HELP**
- Where to seek support
  - Information sources
  - Role of Permanent Representatives
- STYLE:** Participative lectures with examples  
Group / individual work  
Comprehensive course support material – both printed and on-line





- EVENT:** **“EU Negotiating Skills and Techniques”**
- BENEFIT:** To help you prepare and handle negotiations in an EU context
- FOR:** All staff who attend EU meetings and/or interface with EU Institutions
- DURATION:** Two days
- CONTENT:**
- ANALYSIS OF NEGOTIATING CYCLES**
- General points relevant to any negotiation
  - How Brussels differs
- NEGOTIATING PRACTICAL EXERCISES**
- Opportunity for individual role-playing and feedback
- PREPARATION FOR MULTI-NATIONAL / EU MEETINGS**
- Analysis of stages involved in effective preparation
  - Setting realistic objectives
  - Managing your constituency
  - UK co-ordination tools
- PROCEDURES AND ETIQUETTES**
- Understanding the conduct of EU meetings
  - Practical tips from two seasoned practitioners
- MEETING ROLE-PLAY**
- Main EU-based exercise with group and individual feedback
- STYLE:** Participative lectures with examples  
Group / individual work  
Comprehensive course support material – both printed and on-line

