

## New Tailor-made Training Workshops on Communication, Advocacy & Fundraising – [Register now](#) and benefit from the early bird discount!

### Why this service?

On the occasion of its upcoming 25<sup>th</sup> anniversary, ECAS is pleased to **upgrade and expand** the package of services it currently provides to non-profit organisations with **customised training** on communication, advocacy and EU fundraising.

Sending out the right messages, making them attractive and identifying the most suitable channel to reach out to your target audience is crucial for an organisation to get into and remain in the spotlight and to be effective in achieving its goals.

Much is already on the market for businesses and corporate interests, yet ECAS has identified an increasing demand for training targeting the non-profit sector in particular, with its own specific challenges and needs which require customised and different solutions.

Whether you are seeking to enhance your public speaking or professional writing skills, learn how to develop messages for media interviews, improve your organisations' communication strategy, launch effective campaigns or strengthen your organisation's EU fundraising strategy, **these training sessions are definitely meant for you.**

### What are we offering?

ECAS will be offering 2-day trainings twice per year: one round during the **Fall (October 13-14<sup>th</sup>)** and another round in the **Spring (in April, dates TBC)**.

The first day will focus on **Communication & Advocacy** and will include a general introduction to the main tools available and will focus on a number of specific aspects which will be selected by the participants ahead of the training according to their needs, from a list of suggested topics. The most voted topics will be addressed during the training through practical exercises. A *'speed-dating'* session will be organised during the lunch break, where each of the participants will have the opportunity to discuss bilaterally and informally with the trainer about communication issues concerning their organisation.

The second day (optional) will focus on **EU fundraising** and will include an overview of the main funding programmes available to the non-profit sector, as well as practical examples on how to prepare a project application. Participants will be also offered the possibility of indicating the programmes in which they are most interested ahead of the training in order to focus the workshop and make it relevant to their needs.

## Our trainers



[Petko Georgiev](#) is an economist by training and a journalist by trade with over 20 years of experience in TV and new media, in media relations and in communications. His specialities are effective communications for the public institutions and the not-for-profit sector, the development and implementation of communications strategies and crisis communication. Petko Georgiev has an excellent knowledge of the institutions of the EU and has trained over 3000 people from public institutions, media and non-government organizations in over 25 countries in Europe and its immediate neighbourhood.



[Marta Pont](#) is the Services and Training Manager at ECAS since September 2014. She is responsible for compiling and producing ECAS' comprehensive Funding Guide for the Non-Profit Sector and has a thorough understanding of the main EU funding programmes. She is experienced in delivering customised trainings on EU funding for different audiences, as well as on providing advice and recommendations for preparing project applications. Additionally, she supports ECAS in its communications and outreach strategy.

In addition, ECAS intends to invite an **external guest** to each of the fundraising sessions: either a programme manager from the European Commission services, a project evaluator or a past beneficiary who can give further insights on the most important assessment criteria and/or share their experience about the fundraising process and the project implementation.

### Small groups, targeted audience to make the most of it!

These trainings are aimed at a targeted audience and will be organised for small groups of **up to 12 participants**, in order to allow for practical exercises and fruitful interaction. Interested organisations are therefore encouraged to register on the ECAS website as soon as possible, as participation will be accepted on a **first come, first served basis**.

### Price list:

Advanced communication training	400 EUR/pp (*350 EUR for early birds)
Advanced communication training + copy of ECAS Funding Guide	420 EUR/pp (*370 EUR for early birds)
Advanced communication training + EU fundraising training ( <i>with a free copy of the ECAS Funding Guide</i> )	700 EUR/pp (*600 EUR for early birds)

*\*Receive the early bird discount until the 8th of September*

[\*\*Register here now!\*\*](#)