

Effective Communication Strategies for Advocacy



Communicate. Advocate. Transform.

An interactive workshop designed to strengthen the communication and advocacy skills of Chamber and Business Association representatives driving positive policy change.

**19
NOVEMBER 2025**

Tirana Marriott Hotel
Ulpiana room

09:00-15:30

REGISTRATION

Supported by



Schweizerische Eidgenossenschaft
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About

As part of our three-part series on **Policy Advocacy Techniques**, this interactive workshop focuses on communication strategies for Chambers of Commerce and Business Associations.

Through a blend of practical exercises, peer learning, and real-life simulations, participants will strengthen their ability to communicate effectively, influence decision-makers, and drive impactful advocacy campaigns.

At this workshop, advocacy comes to life: participants will design media campaigns, draft press releases, and engage in role-play and negotiation exercises simulating real interactions with policymakers.

The workshop concludes with a reflection and individual action plans to ensure sustainable follow-up after the training.

This workshop is part of the EBRD project "Improving Investment Climate in Albania: Building the Capacity of Business Associations-supported programme", implemented by the European Bank for Reconstruction and Development (EBRD) and funded by the State Secretariat for Economic Affairs (SECO).

Objectives

By the end of this workshop participants will be able to:

- Strengthen participants' communication and public messaging skills for advocacy purposes.
- Learn how to design and implement effective media and stakeholder engagement strategies.
- Practise engaging with policymakers through simulations and role-play.
- Set up simple tools to monitor progress and evaluate advocacy campaigns
- Develop individual and institutional action plans for continued advocacy work

Target audience

This workshop is designed specifically for:

- Executive Directors, Secretaries General, and Senior Officers of Chambers of Commerce and Business Associations.
- Communications, PR and legal advisors involved in advocacy or stakeholder relations
- Other staff responsible for representing member interests and coordinating with policymakers

Why You Should Attend?

Effective advocacy starts with effective communication.

This workshop offers a unique opportunity for representatives of Chambers of Commerce and Business Associations to:

- Translate advocacy theory into practice through hands-on learning.
- Exchange experiences and challenges with peers from across the network.
- Leave equipped with practical communication tools and a personalized advocacy action plan to strengthen your organization's voice in policymaking.

Certificate of Participation

Participants who complete the workshop will receive a Certificate of Participation.

This workshop will be conducted in English.

Agenda

Morning Session | 09:00-12:00

Session 1 – Approaching Decision-Makers

- Identify relevant political and administrative actors
- Prepare effectively for meetings with policymakers
- Apply key do's and don'ts in lobbying conversations
- Formulate clear and realistic advocacy requests
- Build long-term, trust-based relationships with decision-makers

Speaker: Dr. Dirck Süß

Coffee break

Session 2 – Launching a Media Campaign: An Insider's perspective

- Gain insider tips from an experienced PR professional
- Understand how journalists think and what makes a story newsworthy
- Learn to write and structure effective press releases
- Plan and conduct successful press conferences and interviews
- Use social media strategically while managing risks

Speaker: Jerina Lalaj

LUNCH | 12:00-13:15

Afternoon Session | 13:20-15:30

Session 3 – Monitoring Progress and Evaluating Impact

- Understand why monitoring is essential in advocacy work
- Learn simple tools to measure visibility, engagement, and outcomes
- Define relevant indicators for tracking campaign progress
- Collect and analyse feedback from members and stakeholders
- Adjust advocacy strategies based on evidence and results

Speaker: Dr. Dirck Süß

Coffee break

Session 4 – Developing an Action Plan, Closing and Feedback

- Summarise key lessons from all three workshop days
- Translate insights into practical next steps
- Draft individual and organisational action plans
- Share ideas and commitments with peers
- Reflect on sustainability and continued advocacy engagement

Speaker: Dr. Dirck Süß

Distribution of Certificates

Dr. Dirck Süß



 [Dirck Süß](#)

Dr. Süß is an economist and policy advisor with over 30 years of experience at the intersection of economics, politics, and society. He is currently Managing Director of the Hamburg Institute of International Economics (HWWI), a subsidiary of the Hamburg Chamber of Commerce, where he leads strategy and provides policy advice at national and EU levels.

Previously, he held senior leadership roles at the Hamburg Chamber of Commerce, including Head of Economic Policy (2012–2021) and Executive Management Member (1999–2012), shaping key policies in areas such as regional development, infrastructure, education, and healthcare.

He began his career as a Research Associate at the European University Viadrina, Frankfurt (Oder), where he also earned his doctorate in political economy. Known for his strategic vision and cross-sector expertise, he is a respected voice in economic policy.

Jerina Lalaj



 [Jerina Lalaj](#)

Jerina Lalaj is a communication strategist and PR consultant with over two decades of experience in media, branding, and strategic communication. Former Marketing and Communication Director for major television broadcasters, she brings deep insight into how journalists think and how stories gain visibility.

As Founder and Executive Director of JL Consulting Albania, she leads campaigns that strengthen brands, manage reputations, and build public trust. With experience spanning Albania, Spain, and Italy, Jerina is recognized for her ability to craft persuasive messages, manage media relations, and guide organizations in developing impactful communication strategies.

She also heads the Lorik Cana 5 Foundation, promoting sports, culture, and youth empowerment through community-driven initiatives.