

# Communicating adequately in an EU context

**Vicky Marissen**

**Brussels, 31 October 2018**



# What is communication?



Communication

=

Clearly explaining complex concepts  
to the right person(s), at the right time  
and in the right way  
in order to make yourself understood

## Communication: the race to get attention

Make sure that your message:

- ✓ *Gains the upperhand*
- ✓ *Stays in people's mind*



**! Don't forget EU is a multicultural, multilingual environment !**

## Some keywords that help you to communicate well

**EFFICIENCY:** *is your message understood? do you obtain the result you wanted?*

**CARE:** *choose the message and the words carefully*

**ADAPTATION:** *every audience is different and has a different level of understanding, every message has to be tailored*

**EASE:** *help your audience and reader by facilitating his reading or hearing to a maximum*

**BREVITY:** *people no longer have time to read*

**WORK, work, and more work**

# Dear Policymaker,

## The European Union will soon vote on the approval of the herbicide Glyphosate.

The decision on whether or not to approve is of the utmost importance. For farmers around the EU, for whom Glyphosate is an essential and established part of sustainable and productive agriculture.

For the 26,000 people working in Europe's crop protection industry, who get out of bed every day to make a positive difference to people's lives.

For everyone involved in the rigorous scientific process that Member States and MEPs endorsed, back in 2009, to ensure that the pesticides that are placed on the market in the EU are safe.

This system is the only means by which the approval of pesticide products should be judged. The rules laid down for approval quite rightly do not take in to account the image of an industry, but instead set-out a rigorous and robust set of scientific rules.

Given the magnitude of the decision, we ask you to put aside the heat, noise and column inches the topic garners, and instead put your trust in Europe's world-leading scientific regulatory system. By focusing on the facts:

- Glyphosate is one of the most established herbicides on the market, having been widely used since 1974. It is manufactured by a number of pesticide companies.
- Over this time, 90,000 pages of evidence, 3,300 peer reviewed studies have been undertaken into the safety of Glyphosate.
- The European regulatory authorities (EFSA, ECHA) as well as many other scientific bodies around the world consider glyphosate to be safe.
- All studies considered by the European regulatory authorities are reviewed according to OECD guidelines.

We can claim to be living longer, healthier lives than anywhere else in the world or at any point in history. Yet you might think from following the debate on glyphosate that the opposite is the case.

Calling into question the approval process only serves to undermine consumer confidence in the EU food safety system, to the benefit of no one.

Please don't allow emotion to let us slowly undermine our regulatory process and sleep-walk into a food production crisis in Europe.

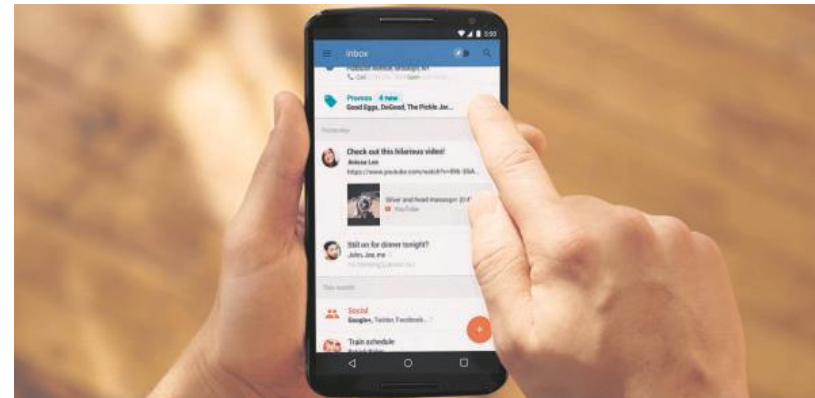


# Written communication



# Written communication

**Be on top of the paper or electronic mountain !**



## PREPARE

☐ Select the **ideas** you want to express;

☐ What is your **aim**?

- *to explain*
- *to convince*
- *to propose*

☐ Define the **targets** of your document :

- ✓ *Experts*
- ✓ *Politicians*
- ✓ *Journalists*
- ✓ *The general public*

☐ Choose the **type** and thus the **length** of the text:

- ✓ *Memo*
- ✓ *Press Release*
- ✓ *Letter*
- ✓ *LinkedIn post*
- ✓ *Tweet*

SUBJECT	DEFINITION	RESULTS
<b>Type of presentation</b>	<i>Goal/Purpose of your presentation</i>	
<b>Audience</b>	<i>Definition</i>	
<b>Presentation Structure</b>	<i>Main Points</i> 1) 2) 3)  <i>Subordinate points</i>	
<b>Signposting</b>	<i>Statements that you will use</i>	
<b>Opening statement</b>		
<b>Closing statement</b>		



## WRITE

- ❑ Simple words and short sentences;
- ❑ Title, sub-titles, and short paragraphs, graphs and tables
- ❑ Short introduction and a strong conclusion;
- ❑ Executive summary;
- ❑ Be positive / a dynamic style with efficient proposals...

## FOLLOW-UP

- ❑ Quality control - ask colleagues to check your text before printing,
- ❑ If you translate, carefully check the translation
- ❑ An appealing layout.

Although there is a clear 'Stop' sign posted for bikers and pedestrians, and they're not supposed to cross until the ramp is clear, if a motorist is coming around a curve and sees a person or a biker approaching the ramp, instinct may kick in, causing the motorist to swerve, stop, or react negatively in order to avoid the possibility of hitting him, which unfortunately may cause another collision altogether.

A clear 'Stop' sign is posted for bikers and pedestrians. They are not supposed to cross until the ramp is clear.

If a motorist comes around the curve and sees a person or biker approaching, this may have an instinctive effect. He could start swerving, stop or react negatively to avoid hitting him. This could lead to a collision.

# View paper



connecting & business  
government & society

## Chapter 4: Institutional communication

**Adapt the position paper to each stage of the procedure:** Beware: the position paper is only a framework. It must evolve at each phase of the procedure. You don't address the Commission in the same way as you address the Parliament, the Council, or the Comitology Committees. When you lose an amendment in the Parliamentary Committees, you don't use the same position paper to reintroduce it at the Plenary Session.

Example first page for a position paper:

LOGO	Date .../.../...
TITLE	
Introduction	
SUB-TITLE	KEY PHRASE
Contact: John Smith	

# Oral communication



# Meetings

## PREPARE

- ☐ **Whom** are you meeting? Know your **target**:
  - ✓ *what she/he likes, what she/he hates*
  - ✓ *her/his 'title'*
  - ✓ *language*
- ☐ What is your **message**?
- ☐ What **style** will you use?
- ☐ **Structure** in advance:
  - ✓ *Can I say what I need to say in 20 minutes?*
- ☐ **Anticipate** comments/questions

# Meetings

## DURING THE MEETING

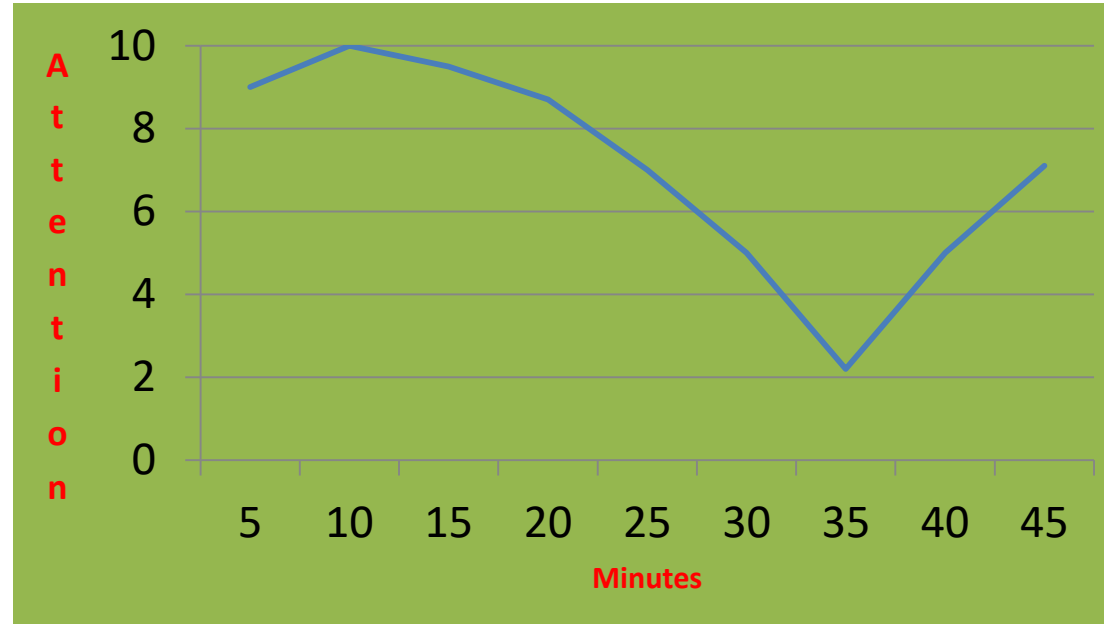
- ☐ Give your **business card**
- ☐ **Introduce** yourself and whom you represent
- ☐ Bring information with you (a **brochure**, a **position paper...**)
- ☐ Bring **added value**
- ☐ Keep an eye on time
- ☐ **Summarize** conclusions/actions and clearly state your request

## FOLLOW-UP

- ☐ Send a “**thank you**” letter/email
- ☐ Define ‘**Follow-up**’ action(s)

## Speeches: *Preparation*

- Practice your **timing**



- Arrive (at least) 30min **before** your presentation
- Check the “**set up**” of the room (temperature, drinks, tables ... )
- **Systems working**: PC, projector, audio?

## Speeches: *Tips & tricks*

☐ Feel comfortable: **be yourself** ... and DON'T read your paper

✓ *If you read from the notes it will have an impact on your voice and will take your focus away from the audience;*

☐ Fit your **vocabulary** to the audience

☐ Adapt the **rhythm** of your speech to the size of the room

☐ Be short (better too short than too long)



## Speeches: *the content*

*'Begin with the end in mind'*

The 3 Ts:

1. Tell them what you are going to tell them ...
  - *Present the general structure of your speech, and emphasize each key idea*
2. Tell them ...
  - *Two or three messages in a speech. Never more.*
3. Tell them what you have told them ...
  - *Signal that your speech is soon coming to an end*



**STRONG VOICE**

**ARTICULATION**

**VOICE MODULATION**

**BREATHE**



**BODYLANGUAGE**





# eppa

---

**To contact us:**

**[vicky.marissen@eppa.com](mailto:vicky.marissen@eppa.com)**

T +32 2 735 82 30

F +32 2 735 44 12

**[brussels@eppa.com](mailto:brussels@eppa.com)**

Place du Luxembourg 2, 1050 Brussels  
Belgium