

## MEMBERS OF THE GOVERNMENT OF THE REPUBLIC OF CROATIA EXECUTIVE GOVERNMENTAL SEMINAR 'RUNNING THE PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION'

2<sup>nd</sup> – 5<sup>th</sup> of September 2019, Zagreb

*Holding the Presidency of the Council of the European Union presents an important political and legal responsibility. It is also a unique opportunity to promote one's country image within the Union. This Governmental Seminar is organized in the anticipation of the Croatian Presidency (1st semester 2020). It aims at opening a space for debate and experience-sharing on what makes a successful Presidency from the political, technical, negotiation and communication perspectives.*

### SUMMARY PROGRAMME

#### **Opening session**

Opening speech and introductory remarks

Monday 2<sup>nd</sup> of September  
(8.30-9.25)

Venue: Seat of the Government of the Republic of Croatia

Address: 2 St Mark's Square

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#### **Plenary session**

'Running the Presidency of the Council of the EU: Implications for Croatia from the Political, Technical and Communication Perspectives'

Monday 2<sup>nd</sup> of September  
(9.30-13.15)

Venue: Seat of the Government of the Republic of Croatia

Address: 2 St Mark's Square

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#### **Coaching sessions**

'Communication and Negotiation Challenges and Strategies in the Particular Context of the Presidency of the Council of the EU'

Monday 2<sup>nd</sup> of September  
(14.00-18.15)

&  
Tuesday 3<sup>rd</sup> – Thursday 5<sup>th</sup>  
of September  
(8.00–20.00)

Upon registration

Venue: Ministry of Foreign and European Affairs of the Republic of Croatia

Address: 4 Đorđićeva Street

## SEMINAR PROGRAMME

### GOVERNMENTAL SEMINAR: MONDAY, 2<sup>ND</sup> OF SEPTEMBER

#### ① OPENING SESSION

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|------------|--|
| 8.30-9.00  | <b><i>Ministers' arrival</i></b><br>Welcoming coffee   |
| 9.00-9.15  | <b><i>Opening speech</i></b><br>by Mr Zvonimir FRKA-PETEŠIĆ, Head of the Prime Minister's Office   |
| 9.15- 9.25 | <b><i>Introductory remarks</i></b><br>by Mrs. Sandrine GAUDIN, Secretary General - General Secretariat for European Affairs (SGAE), Counsellor Europe to the French Prime Minister |

#### ② PLENARY SESSION

Moderator:

Mr. Gaël VEYSSIÈRE, Designated French Ambassador to Croatia

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|-------------|--|
| 9.30-10.15  | <b><i>Session 1: What makes a good Presidency from a political perspective?</i></b> <ul style="list-style-type: none"><li>- Organisation of the Presidency</li><li>- Running and handling the Presidency</li><li>- Recommendations for a successful Presidency</li></ul> <p><u>Speaker:</u><br/>Mr. Pierre SELLAL, Chairman of the Board of the Fondation de France, former Permanent Representative of France to the European Union in Brussels (2002-2009 and 2014-2017), Chairman of the COREPER (II) during the French Presidency in 2008</p>  |
| 10.15-10.45 | <b><i>Session 2: How does a Member State successfully chair and lead the Council of the European Union?</i></b> <ul style="list-style-type: none"><li>- EU Presidency as an institutional challenge</li><li>- The key role of the Presidency in the negotiation process</li><li>- Relations with key players</li></ul> <p><u>Speaker:</u><br/>Mr. Stéphane SAUREL, Senior Policy Adviser at the European Investment Bank in Brussels, former Chief of Staff of the French Minister for European Affairs (2014-2017) and former Chair of the Budget Committee of the Council of the European Union during the French Presidency in 2008</p> |
| 10.45-11.15 | <b><i>Questions and answers related to sessions 1 and 2</i></b>  |
| 11.15-11.40 | <i>Coffee break</i>  |

11.40-12.25

***Session 3: What are the Presidency's main challenges in terms of communication strategies and objectives?***

- Three main assets of a Presidency that Europe will remember of
- The role and specificities of the EU press environment
- Efficient organization design for a Presidency

***Speakers:***

Mr. Pierre-Jérôme HENIN, President of The Progressive Company, former spokesperson for the European Commissioner for Regional Policy and former deputy spokesman during the French Presidency in 2008

Mr. Emmanuel VOGUET, Director General of The Progressive Company, expert in strategic consulting, executive coaching, media training, public or political communication and crisis communication

12.25-12.55

***Questions and answers***

12.55-13.00

***Concluding remarks***

by Mr. Gaël VEYSSIÈRE, Designated French Ambassador to Croatia

13.00–13.15

***Closing speech***

by Mr. Andrej PLENKOVIC, Prime Minister of Croatia

13.15-14.00

***Cocktail offered by the Prime Minister of Croatia***

**MONDAY, 2<sup>ND</sup> - THURSDAY, 5<sup>TH</sup> OF SEPTEMBER 2019**

**⑤ INDIVIDUAL COACHING SESSIONS:**

***Objectives:***

- Understand communication and negotiation challenges in a particular context of the Presidency;
- Familiarize with various formats and styles of negotiation;
- Improve interpersonal communication and public speaking skills to operate effectively in a European and intercultural environment;
- Acquire capacity to manage challenging and crisis situations.

***Format:***

Individual coaching in small groups, simulation exercises, video-recording, personalised advice, experts' inputs and debriefs

***Duration of each coaching session:***

Two hours

***Schedule and registration:***

Participants will be registered for one or more coaching session(s) and provided with specific schedule

## LIST OF COACHING SESSIONS BY TOPIC:

Coaching sessions are divided into three major topics that target different situations and skills:

### MEDIA

- Brussels media scene
- Managing a press conference
- One-on-one and other types of interview
- Surviving a hostile interview

### NEGOTIATION SKILLS

- Negotiation tactics and strategies
- Verbal and non-verbal charisma
- Arguing and convincing
- Being more assertive

### CRISIS MANAGEMENT

- The seven death sins
- The seven cardinal virtues
- The three wisdom pillars
- How to handle and monitor a crisis in 72 hours?

## CONTACT PERSONS:

### Ministry of Foreign and European Affairs

General inquiry, organization and registration for coaching sessions

Mr. Krešimir KOPČIĆ, Head of Unit for Croatian EU Presidency HR and Training

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### Embassy of France

General inquiry

Mrs. Delphine DUFOIX, European and Administrative Cooperation Administrator

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### National School of Administration (ENA)

Pedagogical coordination

Dr. Alexandrina SOLDATENKO, Senior Project Leader

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## SPEAKERS

*(speaking order)*



### **Mr. Zvonimir FRKA-PETEŠIĆ – Head of Prime Minister’s Office**

Mr. Zvonimir FRKA-PETEŠIĆ is currently Chief of Staff of the Prime Minister of Croatia. He started his career in 1993 as Local Staff Member at the Embassy of Croatia to France. He was later Attaché at the Embassy of Croatia to France (1996 – 1999), Third Secretary at the Embassy of Croatia to France (1999 – 2001) and Officer in Charge of Public Relations and Public Diplomacy at the Embassy of Croatia to France (2001 – 2005). Between 2006 and 2011 he was Head of Section for Public Relations and Public Diplomacy (Spokesperson) at the Mission of Croatia to the EU in Brussels during Croatia's accession negotiations. He was successively Head of Directorate for Support to the Accession Process of Croatia to the EU at the Ministry of Foreign and European Affairs (2011 – 2012) and Head of Division for Public Diplomacy at the Ministry of Foreign and European Affairs (2012 – 2013). He also acted as Special Advisor to the Personal Envoy of the President of Croatia for the Francophonie (2008 – 2009). He was designated Ambassador of Croatia to Morocco between 2013 and 2017, as well as non-resident Ambassador to Tunisia, Mauritania, Senegal, Burkina Faso, Côte d’Ivoire, Gabon and Cameroon. He has extensive editor-in-chief experience and is author of more than a hundred of geopolitical maps depicting the war in Croatia and Bosnia and Herzegovina, published in professional publications, French daily newspapers and TV stations. He holds a Master’s degree of Science in Geopolitics with Specialisation in Cartograph from Institut Français de Géopolitique, Université Paris-VIII.



### **Mrs. Sandrine GAUDIN – Secretary General, General Secretariat for European Affairs (SGAE), Counsellor Europe to the French Prime Minister**

Before joining the Ministry of Economy and Finance in 2000, Mrs. Sandrine GAUDIN began her career at the Ministry of Defence and Ministry of Foreign Affairs. She was responsible for the ‘Coordination and European Strategy’ Office at the French Treasury. She occupied the position of Deputy Director in charge of European affairs at the French Treasury. She was a member of the Board of Directors of the European Investment Bank and of the Development Bank of the Council of Europe. Sandrine GAUDIN performed functions of Deputy Financial Advisor at the Permanent Representation of France to the European Union in Brussels (2004-2006) and Deputy Head in charge of state aid and mergers in the Competition Department of the French Ministry of Economy (2000-2002). From 2014 until 2017, Sandrine GAUDIN was in charge of bilateral affairs and the International Business Development Department at the French Treasury. She was a member of the Board of Business France, BPI France S.A and Expertise France. She was also Minister Counsellor for Economic Affairs at the French Embassy in the United Kingdom in London. Since November 2017, she is Counsellor Europe to the Prime Minister and Secretary General for European Affairs.



### **Mr. Gaël VEYSSIÈRE - Designated French Ambassador to Croatia**

Gaël VEYSSIÈRE graduated from the Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC), from the *Institut d'Etudes Politiques* (Paris), public service section, and holds a degree in history (University Paris IV). Before being appointed Ambassador of France to Croatia, he successively held, from 2017 to 2019, the positions of Director of the Cabinet of Marielle de SARNEZ and Nathalie LOISEAU, Ministers in charge of European Affairs, and Mrs. Amélie de MONTCHALIN, State Secretary for European Affairs. He joined the Ministry of Foreign Affairs in 1997 and was twice assigned to the Permanent Representation of France to the EU, where he was Spokesperson, Head of the Press Service. He was also appointed Head of the Department for European Union's external relationships at the Ministry. Among his many assignments, he was a technical advisor to the Prime Minister Jean-Pierre RAFFARIN'S office. His portfolio included relations with the countries of the European Union, the Balkans and Eastern Europe. He was special Advisor to the Director-General for Political and Security affairs, and Negotiating Adviser to the Permanent Representation of France to the United Nations in New York. Gaël VEYSSIÈRE also held the position of Assistant Director in charge of the Press at the Quai d'Orsay.



### **Mr. Pierre SELLAL - Chairman, Board of the Fondation de France**

Pierre SELLAL is a French Ambassador who devoted most of his career to European Affairs. For more than ten years he has held the position of Ambassador, Permanent Representative of France to the European Union in Brussels, which he held until the end of 2017. As such, he has been a direct player in all major European negotiations. He has been working for 40 years as a diplomat, during which he held the most important positions in the Ministry of Foreign Affairs (Chief of Staff of the Minister, then Secretary General of the Ministry). He acted as Chairman of the COREPER (II) during the French Presidency in 2008. He currently holds the position of Chairman of the board of the Fondation de France (since 2017) and Senior Counsel at August-Debouzy (from January 2018). Pierre SELLAL studied law at the University of Strasbourg and a graduate from ENA, where he studied from 1975 until 1977. After graduating from ENA, he joined the French Ministry of Foreign Affairs in 1977 and was posted to the Ministry's United Nations Directorate.



### **Mr. Stéphane SAUREL - Senior Policy Adviser, European Investment Bank (EIB)**

Before joining the Brussels Office of the EIB, Stéphane SAUREL held the position of Chief of Staff of the French Minister for European Affairs. (2014-2017) Previously, he worked seven years in the French Permanent Representation to the European Union, first as Budgetary Counsellor and then as Counsellor for European Agricultural Affairs. He chaired the Budget Committee of the Council of the European Union during the French Presidency in 2008. He also served as Head of the unit in charge of European Finances and Policies at the French Ministry of Economy, Finances and Industry. He has been teaching European Affairs at Saint-Louis University/Catholic University of Louvain and at ENA for many years. He has been sharing his knowledge and his experience of the EU system in the preparation of several presidencies (Cyprus, Hungary, Lithuania, Poland and Romania).



### **Mr. Pierre-Jérôme HENIN - President, The Progressive Company**

A graduate of the University of Paris Dauphine, Cambridge University and Sciences Po Paris, Pierre-Jérôme HENIN is specialized in media and institutional relations. He worked as head of advertising at Radio France Internationale, journalist and project director at Prisma Presse, as well as director of institutional communication and public affairs at Publicis Consultants. He also occupied the position of press and communication advisor to the European Affairs and Foreign Affairs Ministers and was a spokesperson for the European Commissioner for Regional Policy. In 2007, he joined the Presidency of the French Republic as deputy spokesman. In 2009, he founded Media9, a communication consulting agency. He talks on France 24 and CNews about communication issues and international relations. In 2017, Pierre-Jérôme HENIN and Emmanuel VOGUET founded 'The Progressive Company' and have delivered ENA's trainings in the preparation to the Bulgarian and Romanian Presidency.



### **Mr. Emmanuel VOGUET - Director General, The Progressive Company**

With more than 25 years of experience in communication, Emmanuel VOGUET took part to two presidential campaigns and numerous national and local campaigns. He was the strategist for numerous ministers, mayors or chief executives. He also worked in nearly twenty campaigns abroad as a strategist and spin doctor (Israel, Colombia, Lebanon and Venezuela). Prior to joining 'The Progressive Company', and obtaining his MBA and BBA (1992 - U Penn Philadelphia, PA - USA), his career began in Philadelphia in 1992 within Bill CLINTON's team for the presidential primaries. After joining Euro RSCG (1993), he created DMBB Corporate (1999) and then Sparkers (2003). He became Managing Director of ComCorp in 2015. He is a television consultant on C-News and *Public Senat*. In 2011, he was awarded to the rank of *Chevalier* in the National Order of Merit. In 2017, Emmanuel VOGUET and Pierre-Jérôme HENIN founded 'The Progressive Company' and have delivered ENA's trainings in the preparation to the Bulgarian and Romanian Presidency.



### **Mr. Andrej PLENKOVIĆ – Prime Minister, Government of the Republic of Croatia**

Mr. Andrej PLENKOVIĆ was sworn in as Prime Minister on 19 October 2016, thus becoming the 12th Head of Government since Croatia's independence. On 17 July 2016, he was elected President of the Croatian Democratic Union (HDZ), a Member of the European People's Party. The beginning of his political career was marked by a successful referendum campaign on the European Union membership conducted between 2011 and 2012 and his nomination as a State Secretary for European Affairs in 2010. He was elected Member of the European Parliament (2013 – 2016) and Member of the Croatian Parliament (2011 – 2013). His diplomatic career began in 1994 when he joined the Ministry of Foreign Affairs where he held different positions including Head of the Office of the Deputy Minister for Foreign Affairs, Head of the Department for European Integration and Deputy Head of Croatia's Mission to the EU. He was also a Member of the Negotiating Team on the Stabilization and Association Agreement. Between 2005 and 2010 he fulfilled the function of Deputy Ambassador to France. He has a Master's degree in international law (University of Zagreb) and has successfully passed a bar exam in 2002.