



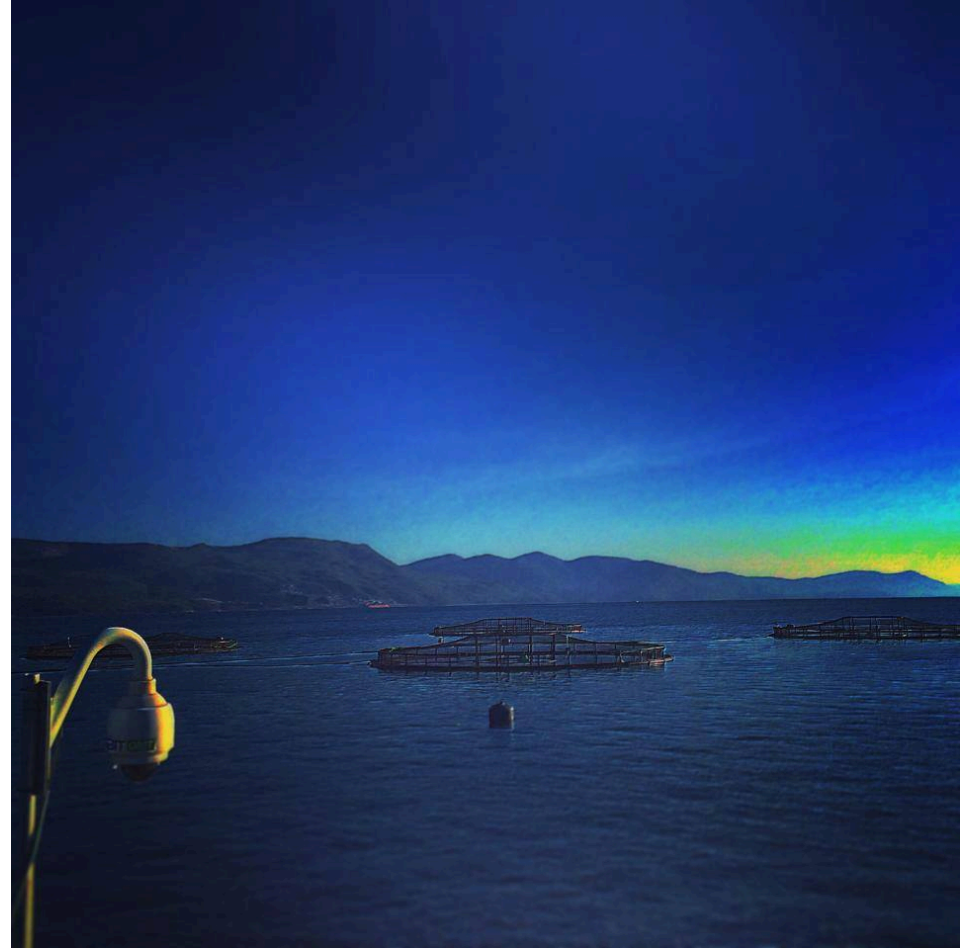
PRESENT : Communication Who & where are we now?

Brussels, Hotel Renaissance
29th November 2018



CHALLENGE:

- **Communicating the positive messages**
 - Range of audiences
 - Highly Technical sector and complex messages
- **Reputation Management**
 - Our critics
- **Changing attitudes**





How does FEAP fit in to help meet this challenge?

- Information sharing across Europe (not just the EU)
- National Associations
- Learning from others' experiences
- Tactics for addressing the challenges
- Valuable and safe forum

**ROLE OF
FEAP**



What is the solution?

- Help to fix the challenges we have
- Openness and transparency
- Resource
- Consistency

We are the solution!



SOLUTION