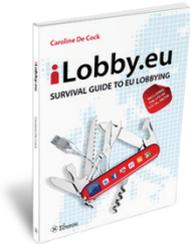


# iLobby.eu

## ***A practical guide about EU lobbying, covering the role of social media for the first time***

Watch first, read later? Check out the video at:  
[www.youtube.com/lobbyplanet](http://www.youtube.com/lobbyplanet)



**BRUSSELS, September 15 2010 – Europe suffers from a negative image, because of its inherent complexity and the perception of backroom deals. Caroline De Cock, a Brussels lobbyist, demystifies these prejudices in her book *iLobby.eu: Survival Guide to EU Lobbying, Including the Use of Social Media*, which is being published by Eburon and hits the shelves September 15. The internal workings of the European Union and how to influence it as a lobbyist will hold no more secrets for the reader. It is also the first book to look at the growing impact of social media on the European political arena.**

In *iLobby.eu*, Caroline De Cock guides the reader through the European labyrinth, while giving him useful tips on how to set up and roll out an effective lobbying strategy. Focusing on the who, what, where and when and more important, the how: introducing the reader to concepts such as the 'boa' strategy and the 'parrot' lobbyist. Completed with an overview of the growing role of social media, such as Twitter and Facebook, that is illustrated by case studies demonstrating the best practices and failures of EU institutions and MEPs in adopting these new communication tools. This all comes with a practical annex at the end giving among others a sense of the look and feel of different internal EU documents.

Bill Newton Dunn, UK Liberal MEP, describes the book as "*an invaluable and essential guide for anybody seeking to influence the EU*". Alain Heuroux, President and CEO of IAB Europe, adds to this that "*the social media chapter is a must read*" to understand how this phenomenon is starting to impact Brussels.

Caroline De Cock is owner of N-square Consulting, a Brussels lobbying firm, that represents different high tech companies as well as trade associations, and uses social media in her day-to-day work. She is also on the verge of launching "The EU Knowledge Centre", a training & research centre focussing on EU-related matters.

### **For more information and book orders:**

*Caroline De Cock. iLobby.eu: Survival Guide to EU Lobbying, Including the Use of Social Media.*

*Paperback, 234 pages. ISBN 978 90 5972 439 6. € 24,95.*

<http://www.ilobby.eu> | [http://www.eburon.nl/iLobby\\_eu](http://www.eburon.nl/iLobby_eu)

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### **Note to editors (not for publication):**

Press material can be found at: <http://www.ilobby.eu/press>. For more information and/or a review copy, please contact:

Herman Rucic | N-square Consulting | M +32 478 96 67 01 | [hrucic@n-square.eu](mailto:hrucic@n-square.eu)

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