



2025

**INFLUENCE
FUNDING
DEVELOPMENT
MEDIA ARBITRATION**

TRAINING CATALOGUE



KEY AREAS

The I&S x Advent Training programmes are structured around four strategic pillars that support economic, institutional, and international projects:

INFLUENCE STRATEGY



We are committed to supporting our clients in developing an effective and sustainable influence strategy.

- Identify key dynamics
- Map key stakeholders
- Craft impactful messages
- Implement influence actions

FINANCIAL STRATEGY



We assist our clients in mobilising financial resources tailored to their projects.

- Conduct a financial assessment
- Structure project files
- Activate Research Tax Credit mechanisms
- Mobilise green finance



INTERNATIONAL DEVELOPMENT



We guide our clients in expanding into new markets through a structured and pragmatic approach.

- Assess your international potential
- Design a market entry strategy
- Facilitate access to international financing
- Ensure effective operational implementation

CONFLICT MANAGEMENT: MEDIAARBITRATION©



We support our clients in preserving relationships, securing agreements, and resolving disputes within a calm and secure framework.

- Conduct structured mediation
- Resort to independent arbitration
- Ensure the legal security of agreements
- Provide post-conflict or post-conciliation follow-up



THEMATIC AREAS

The topics covered in our training programmes are tailored to different profiles, projects, and contexts.

They include, among others:



Economic diplomacy and international cooperation

Strategic communication and influence negotiation

European, international, and sectoral funding

Responding to calls for projects and tenders

Partnership security and contractual management

Mediation, arbitration, and crisis management

Public leadership, governance, and project management

Advocacy with institutions and funding agencies

Project evaluation and training engineering

Digital tools for institutional management

TAILORED SOLUTIONS FOR EVERY NEED

Organisation Methods



INTER-STRUCTURE TRAINING

Join collective sessions led by our experts, following a scheduled calendar.

An opportunity to benefit from group dynamics and cross-experience sharing.

(predefined schedule, diverse audiences)

INTRA-STRUCTURE TRAINING

Organise a session dedicated to your organisation.

Content is adjusted to your priorities and tailored to your teams' specific practices.

(content adapted to a beneficiary organisation)

INTER-STRUCTURE / CUSTOMISED TRAINING

Benefit from comprehensive support — from diagnosis to final evaluation — to design a fully personalised and impact-oriented learning pathway.

(specific diagnosis, design, and facilitation)

Available formats:

- Duration: from 2 hours to 5 days
- Types: workshops, seminars, bootcamps, certification programmes
- Languages: French or English
- Delivery modes: in-person, remote, or hybrid

TRAINING WITH INSTITUTIONS & STRATÉGIES

OUR MISSIONS

We support you in developing your influence, financing, international development, or mediation strategy.

We train your teams through real-life case studies, using interactive methods and immediately applicable content.

Each programme is adapted to your operational reality, institutional goals, or transformation ambitions.

OUR STRENGTHS

- A strategic partnership between a consulting firm (I&S) and a professional training organisation (AdVent Formation)
- Dual expertise: public sector / private sector
- Experienced trainers with contextualised approaches to your specific challenges
- Flexible formats: inter-structure, intra-structure, or tailor-made programmes

OUR TRAINING VENUES

Our programmes can take place:

- In person, within your premises or in a dedicated training venue
- Online (virtual classes, webinars, or e-coaching)

OUR COMMITMENTS

All our training programmes are designed as practical levers to support projects carried out by public, private, or non-profit organisations.

- A partnership between Institutions & Stratégies and AdVent Formation
- Updated, contextualised, and adaptable content
- Interactive learning based on practical case studies
- The ability to deliver training both remotely and in person

REMOTE LEARNING



Our training programmes can be delivered entirely or partially online:

- Interactive themed webinars
- Hybrid courses (in-person + online)
- Downloadable digital learning materials
- Individual support and remote tutoring

All our online courses maintain the same level of rigour, pedagogical quality, and interaction as our in-person sessions.

LOBBYING TERRITORIAL ET PLAIDOYER INSTITUTIONNEL

Objectifs pédagogiques

- Comprendre les enjeux de l'influence territoriale et institutionnelle
- S'approprier les outils du lobbying et du plaidoyer adaptés au contexte local
- Développer des stratégies efficaces de communication institutionnelle

Public cible

Élus locaux, cadres des collectivités, chargés de mission ou de plaidoyer, responsables communication ou affaires publiques.

Contenus abordés

- Cartographie des acteurs d'influence et jeux d'acteurs institutionnels
- Élaboration d'une stratégie de plaidoyer territorial
- Communication d'influence et gestion des messages-clés
- Études de cas : actions de lobbying réussies au niveau local

Durée : 2 jours

Format : atelier interactif en présentiel ou en ligne

Tarif : 850 € HT/jour

COMMUNICATION D'INFLUENCE : PARLER POUR CONVAINCRE

Objectifs pédagogiques

- Structurer un message adapté à son interlocuteur et à son objectif
- Acquérir les techniques de base de la communication persuasive
- Renforcer sa posture et sa prise de parole dans des contextes institutionnels

Public cible

Responsables communication, élus, cadres territoriaux, chargés de plaidoyer, responsables associatifs

Contenus abordés

- Les fondements de la communication d'influence : messages, canaux, cibles
- Techniques d'argumentation, storytelling et communication émotionnelle
- Communication verbale et non verbale : voix, gestuelle, posture
- Exercices pratiques : pitch, discours d'introduction, prise de parole en réunion

Durée : 2 jours

Format : formation-action avec mises en situation

Tarif : 850 € HT /jour



RESPONDING TO CALLS FOR PROJECTS AND INTERNATIONAL TENDERS

Learning objectives

- Understand how calls for projects and tenders operate at the international level
- Master the key steps involved in preparing and submitting an application
- Structure a relevant, compliant, and competitive proposal

Target audience

Project managers, financial officers, consultants, initiators of local or international projects, NGOs, and public institutions.

Key topics covered

- Typology of calls for projects and tenders (EU, donors, international agencies)
- Analysing and interpreting terms of reference
- Argumentation, logical framework, and budget design
- Administrative, ethical, and technical requirements

Duration: 3 days

Format: action-based training with practical workshops

Fee: €1,250 excl. VAT per day

PREPARING PROPOSALS FOR EUROPEAN FUNDING

Learning objectives

- Identify accessible European funding programmes
- Structure a proposal that meets European Commission requirements
- Develop project design integrating diagnosis, budgeting, and partnership building

Target audience

European project managers, public officials, associations, and project engineering firms.

Key topics covered

- Overview of major programmes (EuropeAid, EDF, INTERREG, etc.)
- Eligibility and selection criteria
- Project development methodology: budgeting and planning
- Transnational partnerships and consortiums

Duration: 2 days

Format: modular training

Fee: €850 excl. VAT per day



MONITORING AND JUSTIFICATION OF PUBLIC GRANTS

Learning objectives

- Master regulatory requirements related to grant management
- Prepare narrative and financial reports that meet funders' expectations
- Ensure administrative document compliance in case of audits or inspections

Target audience

Project managers, financial officers, administrators of NGOs or local authorities.

Key topics covered

- Contractual obligations related to public grants
- Preparing a structured narrative report and final financial statement
- Audit preparation: supporting documents, consistency, traceability

Duration: 1 day

Format: technical workshop

Fee: €550 excl. VAT per day



STRUCTURING AN INTERNATIONAL COOPERATION PROJECT

Learning objectives

- Master the project cycle
- Use appropriate structuring tools for international projects
- Align with donor and partner priorities

Target audience

International project managers, local authorities, NGOs, and associations.

Key topics covered

- Key stages of the project cycle
- Logical framework, budgeting, and planning
- Stakeholder analysis

Duration: 3 days

Format: action-based training

Fee: €1,250 excl. VAT per day

ENGAGING INTERNATIONAL PARTNERS

Learning objectives

- Identify relevant partners at regional and international levels
- Build strategic and sustainable partnerships
- Ensure sound governance and contractual formalisation

Target audience

Partnership managers, decentralised cooperation officers, project leaders.

Key topics covered

- Mapping stakeholders and networks
- Co-designing and defining roles
- Contractual framework and co-financing mobilisation

Duration: 2 days

Format: strategic seminar

Fee: €980 excl. VAT per day



BUILDING AN INTERNATIONAL STRATEGY FOR YOUR ORGANISATION

Learning objectives

- Develop an international vision tailored to your organisation
- Identify internationalisation opportunities
- Integrate economic, diplomatic, and operational dimensions

Target audience

Executives, development managers, elected officials, and project directors.

Key topics covered

- Strategic diagnosis for international expansion
- Defining a roadmap and support mechanisms
- Case studies and application to participants' own contexts

Duration: 2 days

Format: strategic workshop

Fee: €980 excl. VAT per day

MASTERING THE CHALLENGES OF ECONOMIC DIPLOMACY

Learning objectives

- Understand the mechanisms of contemporary economic diplomacy
- Identify the levers of influence used by public and private actors
- Integrate an economic dimension into international cooperation initiatives

Target audience

Public officials, elected representatives, diplomatic advisers, export and cooperation actors.

Key topics covered

- Mapping tools and stakeholders in economic diplomacy
- Methods and influence strategies
- Case studies: regional diplomacy and territorial export initiatives

Duration: 2 days

Format: strategic training

Fee: €980 excl. VAT per day

MEDIATION AND CONFLICT MANAGEMENT IN THE WORKPLACE

Learning objectives

- Identify sources of tension within organisations
- Adopt a mediator's mindset and apply practical regulation tools
- Structure a mediation process suited to professional contexts

Target audience

Managers, HR professionals, organisational leaders, and staff representatives.

Key topics covered

- Types of conflicts and mechanisms of tension
- Mediation tools: active listening, reframing, non-violent communication (NVC)
- Legal framework and links with arbitration procedures

Duration: 2 days

Format: professional workshop

Fee: €850 excl. VAT per day

INTRODUCTION TO INSTITUTIONAL COMMERCIAL ARBITRATION

Learning objectives

- Understand the principles and advantages of arbitration
- Know when and how to use institutional arbitration
- Identify the key steps of the arbitration process

Target audience

Legal professionals, contract project managers, lawyers, and public decision-makers.

Key topics covered

- Overview of arbitration procedures (ICC, OHADA, etc.)
- Model clauses and contractual drafting
- Comparative case studies: arbitration, mediation, and judicial litigation

Duration: 2 days

Format: intensive seminar

Fee: €980 excl. VAT per day

ADDITIONAL MODULES

CONFLICT MANAGEMENT IN ORGANISATIONS



Identify the causes of tension, understand internal escalation mechanisms, distinguish between conflict, crisis, and strategic opposition, and acquire simple tools to ease workplace conflicts.

DEVELOPING ESSENTIAL INFORMATION SKILLS



Master the digital tools used in daily professional life (computer, Windows, email, cloud, Word, Excel, PowerPoint) and gain efficiency and autonomy by learning core functions.

PUBLIC SPEAKING SKILLS



Learn the fundamentals of professional oral communication, adapt your posture and speech to different contexts, structure your message, and practise public speaking through realistic scenarios.

JOB SEARCH TECHNIQUES



Learn how to build a career plan, enhance your profile, use the right tools to find a job or internship, prepare for interviews, and strengthen your personal branding (CV, attitude, networking).

DPO ROLE AND GDPR COMPLIANCE



Understand GDPR obligations, manage data responsibly, protect personal data within your organisation or among partners, and implement the Data Protection Officer's (DPO) role effectively.

MANAGEMENT TOOLS FOR BUSINESS LEADERS



Structure the management of a company or non-profit organisation, plan activities, monitor performance, lead teams effectively, and exercise value-based, collaborative leadership

NEW MODULES 2025

Institutions & Stratégies introduces new training modules developed in partnership with **Tahina RAJAONARISON**, focusing on leadership, risk management, and creativity.

These interactive workshops complement existing programmes by promoting skills development, collaboration, and innovation within organisations.

LEADERSHIP & TEAMWORK

Learning objectives

- Understand different leadership styles and identify your own.
- Strengthen communication and team cohesion.
- Develop adaptive and collaborative leadership.

Target audience

Managers, team leaders, and executives from public, private, or non-profit organisations.

Key topics covered

- Leadership fundamentals and self-assessment of styles.
- Roles and interactions within a team (Belbin methodology).
- Conflict management and assertive communication.
- Group project simulation and feedback session.

Duration: 1 day (8h)

Format: interactive workshop

Fee: €850 excl. VAT per day

INTRODUCTION TO RISK MANAGEMENT

Learning objectives

- Acquire the fundamentals of identifying, analysing, and preventing risks.
- Develop a risk management plan tailored to your professional environment.

Target audience

Project managers, administrative executives, entrepreneurs, and operational leaders.

Key topics covered

- Definitions and typologies of risks.
- Methods for assessing and prioritising scenarios.
- Prevention tools and risk mitigation strategies.
- Practical case studies.

Duration: 1 day

Format: interactive workshop

Fee: €850 excl. VAT per day

NEW MODULES 2025

CREATIVITY, INNOVATION AND CRITICAL THINKING

Learning objectives

- Stimulate individual and collective creativity.
- Transform an idea into a structured project.
- Develop critical thinking to assess the relevance of a solution.

Target audience

Entrepreneurs, innovation managers, students, executives, and project leaders.

Key topics covered

- Creativity techniques (brainstorming, mind mapping, SCAMPER method).
- Ideation and simple prototyping workshop.
- Development and pitching of an innovative project.
- Collective evaluation and group feedback.

Duration: 1 day (8h)

Format: ideation and pitch workshop

Fee: €850 excl. VAT per day

PRACTICAL ARRANGEMENTS & TRAINING INFORMATION

PRACTICAL ARRANGEMENTS

Training venues

In-person training can take place at your premises or in a partner facility. Remote sessions are available upon request.

Languages

Courses are available in French and English. Simultaneous translation can be provided if needed

Training materials

Each participant receives a digital or printed handbook. Access to an online resource platform may also be offered.

Fees

Fees are specified on each course sheet. Any specific request will be subject to a personalised quotation

Certificate of completion

A certificate of participation is issued at the end of the training.

TRAINING INFORMATION

Teaching methods

Active learning approach: case studies, simulations, participatory facilitation tools, and experience sharing.

Assessment of learning and satisfaction

Immediate post-training evaluation (satisfaction questionnaire).

Follow-up evaluation available upon request.

Accessibility for people with disabilities

Our training programmes are accessible to participants with disabilities. Specific arrangements can be made upon prior request.

Prerequisites

No prerequisites required unless otherwise specified on the course sheet. A preliminary discussion with the trainer is recommended.

ACCESS AND REGISTRATION

For any information or registration request,
please feel free to contact us:

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 www.institutions-strategies.com

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