



TradeMarks

Positioning Your Association for Policy Success

Brussels' Top Rated Associations – 8 different associations are viewed as performing best across the 15 characteristics in the Brussels TradeMarks Model



CHARACTERISTIC ▼	TOP RATED ASSOCIATION ▼
Multilateral Impact	ACEA - European Automanufacturers Association
Unified Voice	ACEA - European Automanufacturers Association
Multi Party Relationships	ACEA - European Automanufacturers Association
Media Relations	GSMA
Social Media	Cable Europe
Lobbying	ACEA - European Automanufacturers Association
Industry Reputation Steward	ACEA - European Automanufacturers Association
Coalition Building	Orgalime
Membership Mobilization	Cable Europe
Local Impact	ACEA - European Automanufacturers Association
Events	ACEA - European Automanufacturers Association
Pan European Voice	COPA-COGECA - European Farmers and Agri-Cooperatives
Grassroots	CECED - European Committee of Domestic Equipment Manufacturers
Information Resource	EWEA - European Wind Energy Association
Self Regulation	ACEA - European Automanufacturers Association

Characteristics are listed in order of impact, according to our survey.
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