



PUBLIC POLICY ADVOCACY AND RELATED DISCIPLINES

Ally Development & Coalition Building

- Building coalition infrastructure and leadership
- Gaining third-party support
- Identifying and recruiting compelling allies
- Developing campaign strategies to guide coalition efforts
- Implementing coalition communication campaigns including earned media, paid media, direct contact and online strategies
- Driving media and opinion-leader awareness through public education
- Harnessing grassroots resources of coalition members to achieve coalition goals
- Recruiting new grassroots and grassroots advocates to the cause.

Anti-Trust and Competition Support

- Guiding a corporate strategy at both the European and national level
- Working with the media and ensuring that policymakers and opinion formers are well briefed working closely with legal advisers and economists where appropriate
- Building coalitions
- Advising on messages for the media and interacting with reporters
- Helping communicate with employees about the impact of the corporate transaction and/or restructuring
- Working post-merger to ensure the new entity thrives.

Business Diplomacy

- Ally development
- Reputation management
- Economic policy
- Sustainable business operations and practices
- International corporate responsibility
- Coalition building
- Government relations

Corporate Social Responsibility

- Align CR strategic planning and activities with business goals
- Engaging and inspiring corporate employee volunteering aligned with the company's community investment and philanthropy programs
- Developing results-oriented public-private partnerships and nongovernmental organization partnerships

- Increasing investor and stakeholder confidence
- Understanding stakeholder expectations and building effective stakeholder relationships
- Addressing product, social and environmental issues strategically and responsibly
- Communicating effectively and credibly to gain recognition and competitive advantage
- Evaluating impact and design next-generation CR strategies across the triple bottom line

Crisis Communications

- Assistance with strategy and planning
- Responding to enquiries from media and customers
- Advice on what to say to employees, stakeholders and regulators
- Identifying areas of an organization that may be prone to crisis
- Creating a plan to minimize any future exposure.
- Training staff to make certain that procedures are workable and well understood and senior management is fully aware of the need for regular dialogue as a means of crisis prevention.

Digital and Social Media

- Developing integrated solutions across traditional, online, experiential and mobile channels to drive successfully public policy advocacy and communication programmes
- Utilising site optimisation and other strategies to ensure messages are front and centre on the Web.
- Leveraging digital research tools to identify key audiences, online influencers and issue trends
- Staying on the front end of rapidly changing technological trends that affect user behaviour.

Events

- Creating an experience and integrating the political messages in a way that will resonate with the audience and drive behaviour
- Overseeing event organization, from timeline management and budget development to venue contracts and materials production
- Managing on-site event production, including load-in, set up, rehearsals, staffing and load-out.

Government Relations and Advocacy

- Providing tactical advice on the right strategic approach to engage with policymakers
- Advising on whom to meet, when to meet them and what to say
- Assisting in the organization of meetings and the preparation of briefing materials, position papers, backgrounders and speaking points.
- Predicting, understanding and formulating strategic responses to complex public policy, regulatory and reputational challenges.
- Assistance in communicating to and building valued relationships with governments, political audiences and stakeholders who influence governments.

- Supporting an organization's initiatives surrounding regulatory affairs issues and lobbying campaigns through legislative monitoring, direct advocacy, risk and issues management.

Issue Management

- Identifying and prioritising issues that affect an organization
- Developing tailor-made tools to help an organization keep track of issues
- Developing strategies to help shape the external environment.

Media and Presentation Training

- Customized media and training programmes
- Generating buy-in for an organization's message and persuading the audience to act
- Diffusing a crisis and positively redirecting the story to the benefit of an organization
- Creating strong and effective company spokespeople

Media Relations

- Identifying untapped opportunities to enhance an organization's reputation
- Developing strategies to build and sustain audience engagement and public trust
- Using emerging technology to create forward-looking digital communications

NGO Engagement

- Understanding the differences between NGOs and the priorities that motivate them.
- Developing the right strategic approach to NGOs whether through dialogue, partnership or engagement
- Identifying and reaching out to the partners who can reinforce and validate an organization's messages amongst the NGO community

Policy Research and Analysis

- Policy and regulatory research and analysis
- Government research and analysis
- Policy briefings and impact
- Policy and regulatory intelligence
- Policy development and implementation

Political Intelligence and Policy Monitoring

- Delivering intelligence on key political drivers at national or EU level
- Identifying the people who are the decision-makers
- Identifying political trends and relationships
- Explaining the process through which policymakers go to formulate legislation
- Monitoring ongoing policy issues and intelligence and how legislation may affect an organization.

Public Affairs

- Developing outreach campaigns to engage and influence key political stakeholders
- Using research to analyze the political landscape and how it relates to the organization's objectives
- Building trusted relationships and strengthening an organization's reputation with relevant government and non-government audiences and organizations

Reputation Management

- Measuring brand value and identifying untapped opportunities that will enhance an organization's reputation amongst the policy-making community
- Developing strategies to rebuild and sustain trust during unprecedented economic challenges
- Creating an integrated public affairs and communications strategy that delivers an organization's message to the right influencers at the right time.

Stakeholder Mapping and Engagement

- Creating mutually-beneficial relationships through stakeholder outreach with supplier and community stakeholders and NGOs to address business and societal needs
- Imparting forward-looking counsel on stakeholder actions and positions and other key issues
- Developing opportunities and risk assessments to help companies understand what stakeholders represent and their interests in the short- and medium-terms
- Providing guidance on how the mindset, culture and behavior of community stakeholders may intersect at the regional or international levels
- Assisting with entrance into and expansion of new markets
- Enhancing corporate recognition and reputation
- Addressing needs surrounding issues affecting employee stakeholders, including how communication and education establishes them as effective company ambassadors

Third Party Mobilization

- Building a third party strategy that maps out an effective roadmap for building support for an organization's message
- Conducting extensive outreach to individual experts; business groups, trade associations, labour unions and other constituencies to secure buy-in
- Mobilizing a coalition of partners that share the same interests and are willing to amplify the message.

Trade and Investment Policy

- Advice and support for advocacy and coalition building on specific issues or in support of open markets
- Intelligence and analysis on key regulatory and treaty developments
- Research and analysis of potential outcomes from trade and investment negotiations
- Direct advocacy for trade and investment policy changes on a bilateral and multilateral basis
- Advice and engagement strategies on trade-related policy debates including labor and environment
- Expert advice on the policy-making process in key capitals and with groups such as the G20