



ASSOCIATION OF ACCREDITED LOBBYISTS TO THE EUROPEAN UNION

THE AALEP ACCREDITATION PROCESS

The purpose of the AALEP accreditation process is to assess a person's depth of experience and competence in the professional practice of lobbying, public affairs and government relations and to recognize this achievement through the designation of accreditation.

Candidates for accreditation must pass a three-part accreditation exam process that includes Work Sample, Written and Oral Examinations with a minimum of 60 percent on all three components of the accreditation examination and an overall 65 percent and subscribe to the AALEP Code of Professional Standards. Upon successful completion of the three part process, a person will be recognized as an Accredited Lobbyist, Public Affairs and Government Relations (ALPGR) practitioner and authorized to use the ALPGR designation, upon payment of AALEP's annual membership dues.

The structure of the accreditation examination process recognizes that a single evaluative instrument cannot adequately assess a person's professional competence. Consequently, AALEP combines three methods- each one providing a different insight into your approach to lobbying, public affairs and government relations practice. Together they provide a comprehensive view of a person's ability to approach lobbying, public affairs and government relations with integrity, professionalism, intelligence, and strategic and execution skills.

1. The Work Sample: The Work Sample is to gain insight into a person's own philosophy and skills i.e. His/her ability to plan, analyse and executive within the context of current lobbying, public affairs and government relations theory and practice. A work sample is a description of a lobbying, public affairs and government relations program, special project, or other exercise. It is intended to portray a person's competence at the time of being accredited, and should be as current as possible. The work sample is worth 20 percent of the total accreditation.

2. The Written Examination: The written exam is used primarily to examine a person's theoretical and practical knowledge, professional ethics, judgement and philosophical approaches to the practice of lobbying, public affairs and government relations. The written examination covers a wide range of topics and issues, including theory, fundamentals of practice and professional ethics. A person is expected to be knowledgeable about any area of the lobbying, public affairs and government relations practice- even those in which he/she may not have practiced. The examination is divided into three sections: 1. Lobbying, Public Affairs and Government Relations Knowledge and Practice 2. Professionalism, and 3. Communications Planning. Total writing time allocated is 3.5 hours to allow for completion and review of answers. The written examination is worth 45 percent of the total accreditation evaluation.

3. The Oral Examination: The purpose of the oral examination is to explore in greater depth a person's knowledge of lobbying, public affairs and government relations and approaches to practice, as well as evaluate personal presentation capabilities, oral language and interpersonal skills. The oral examination is worth 35 percent of the total accreditation evaluation. The oral examination is a 45-60 minute interview in person or on the phone.

ELIGIBILITY

The accreditation process is a measure of the extent of a person's practical experience and competence in the field judged by peers.

- 1) Employment full time in a lobbying, public affairs or government relations position or have owned your own business in the field for at least 5 years. Equivalent work credit (up to six months) may be awarded for a lobbying, public affairs and government relations practitioner or cooperative education experience successfully completed while attending a recognized college or university.
- 2) Spending at least half of professional time involved with specific lobbying, public affairs and government relations activities.

APPLICATION

Your Application must include;

1. The names, phone numbers and e-mails of three people familiar with your work who are willing able to attest to your eligibility and professional conduct.
2. A current résumé outlining in detail your experience in the field
3. A work sample overview, explaining the nature and scope of the proposed work sample and the extent of your role (ownership) in the programme or project
4. A € 500 application fee.

ACCREDITATION MAINTENANCE

Accredited members are also encouraged to take part in AALEP's Continuous Professional Development (CPD) programme. The purpose of the CPD is the following:

- To improve the capacity of professionals to develop their technical and scientific knowledge
- To improve the personal and ethical capacities of professionals
- To ensure that professionals fulfil their responsibilities and tasks or duties
- To allow professionals to improve their performance in their current role
- To allow professionals to take on new roles
- To improve career prospects with current employers or in current practice
- To support career progression to new employers or to different practices.

The programme is designed to strengthen the value of the accreditation for the benefit of practitioners, their employers and clients and the public at large. The programme demonstrates the accredited practitioner's continuing training and professional development as well as leadership in the field of lobbying, public affairs and government relations, ensuring the accreditation retains its relevancy and value.

PREPARING FOR ACCREDITATION

Preparation for the accreditation process requires even very seasoned practitioners to review their accumulated theoretical and practical lobbying, public affairs and government relations knowledge and experience.

Your studies should concentrate on the principles of lobbying, public affairs and government relations and how communications can contribute to the application of lobbying, public affairs and government relations theories and techniques to current European issues.

For further information:

Please contact the AALEP Secretariat

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