



## **THE MULTI DESIGNATIONS FALLING UNDER PUBLIC POLICY ADVOCACY**

- Advocacy
- Advocacy Services
- Association Management/Consultation
- Business Lobbying
- Business Representation
- Business-Government Mediation
- Campaign Strategy
- Communications and Legislative Strategies
- Crisis Management
- Government Affairs and Lobbying
- Government Affairs Counselling
- Government and Public affairs
- Government and Public Affairs Communications
- Government Consulting
- Government Relations
- Government Relations and Lobbying Representation
- Government Relations and Strategic Consulting
- Government Relations/Issue Advocacy
- Government Relations/Public Affairs
- Grassroots Advocacy Consulting
- Grassroots Advocacy, Government relations, and Public Affairs Strategies
- Grassroots Legislative Action
- Grassroots Lobbying Activity
- Grassroots Organizing
- Issue Advocacy
- Issue Management and Legislative Tracking
- Legislative Advocacy
- Legislative Advocacy and Lobbying Services
- Legislative and Regulatory Representation
- Legislative Lobbying,
- Legislative Lobbying, Monitoring and Public Relations
- Lobbying and Consultation on EU Legislation
- Lobbying and Government Relations
- Lobbying and Governmental Relations Services
- Lobbying and Public Policy
- Lobbying Campaigns
- Lobbying, Legislative Affairs and Government Relations
- Lobbying, Political and Public Affairs Consulting
- Managing Public Policy Issues
- Media Relations Services

- Online Advocacy, Messaging, Content Management
- Policy Research and Strategic Advice
- Policy/Political Management and Advocacy
- Political Affairs
- Political and Public Affairs Consulting
- Political Consulting
- Political Information, Monitoring, and Consultancy
- Political Lobbying
- Political Monitoring
- Political Strategy
- Professional Contract Lobbying
- Public Advocacy
- Public Affairs and Issue Management
- Public Affairs
- Public Interest Lobbying and Government Relations
- Public Policy Advocacy
- Public Policy and Lobbying
- Regulatory Services
- Strategic Corporate Communications
- Strategic Advisory and Management services
- Strategic Counsel and Government Relations Services
- Strategic Guidance to Regulatory and Legislative affairs
- Training on EU Decision-Making

#### **SAMPLE TASKS PUBLIC POLICY ADVOCATES ACCOMPLISH**

- Securing public funding or contracts, changing laws or regulations, resolving disputes with government bodies or obtaining approvals.
- Identifying how changes in legislation, policies, programs and personnel impact clients' industry or organization.
- Positioning requests to government so they are relevant to decision-makers and supportable on the merits.
- Knowing who to talk to, when and how. And what to say.
- Working with client to develop targeted messages that are easily understood by decision-makers and those who influence them.
- Creating supporting documentation and materials that capture the attention of government and policy makers.
- Preparing client to lobby directly, or lobbying on his behalf.
- Tracking public policy and program developments.
- Helping client understand political considerations that drive those developments.

- Organizing political activities, including managing election campaigns, raising funds and planning party political events.
- Providing strategy and campaign advice.
- Identifying political audience.
- Structured contact programmes with political audiences.
- Legislative support on Regulations, Proposals (Bills) Directives and Statutory Instruments.
- Assistance with Issue Audits
- Production of Responses to Formal EU Government and Government Agency Consultation Papers.
- Government affairs training and advice on establishing in-house Public Affairs systems.
- Developing public consultation strategies.
- Conducting stakeholder relations and coalition-building activities.
- Planning, managing and interpreting public opinion and awareness research, using leading survey firms on a competitive basis.
- Understanding client communications objectives, needs, audiences and resources.
- Developing effective communications strategies.
- Planning, integrating and implementing an optimal mix of marketing, PR, media relations, advertising, web, public speaking and other communications tools to support clients' government relations objectives.
- Preparing strategic and tactical communications programs which are directed to all target audiences and support clients' overall business plan.
- Research, writing and editing services adaptable to any medium.
- Strategic communications planning.
- Issues management.
- Planning and implementing media strategies.
- Writing and editing media advisories, news releases and backgrounders.
- Organizing news conferences and media interviews.