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EUROCONFERENCE

Taking your association to the NEXT level!

European Advocacy - Advanced

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Introduction

Lobbying through associations – 2 aspects

- Internal
- External



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The actual lobbying of institutions
(national & EU)



Introduction

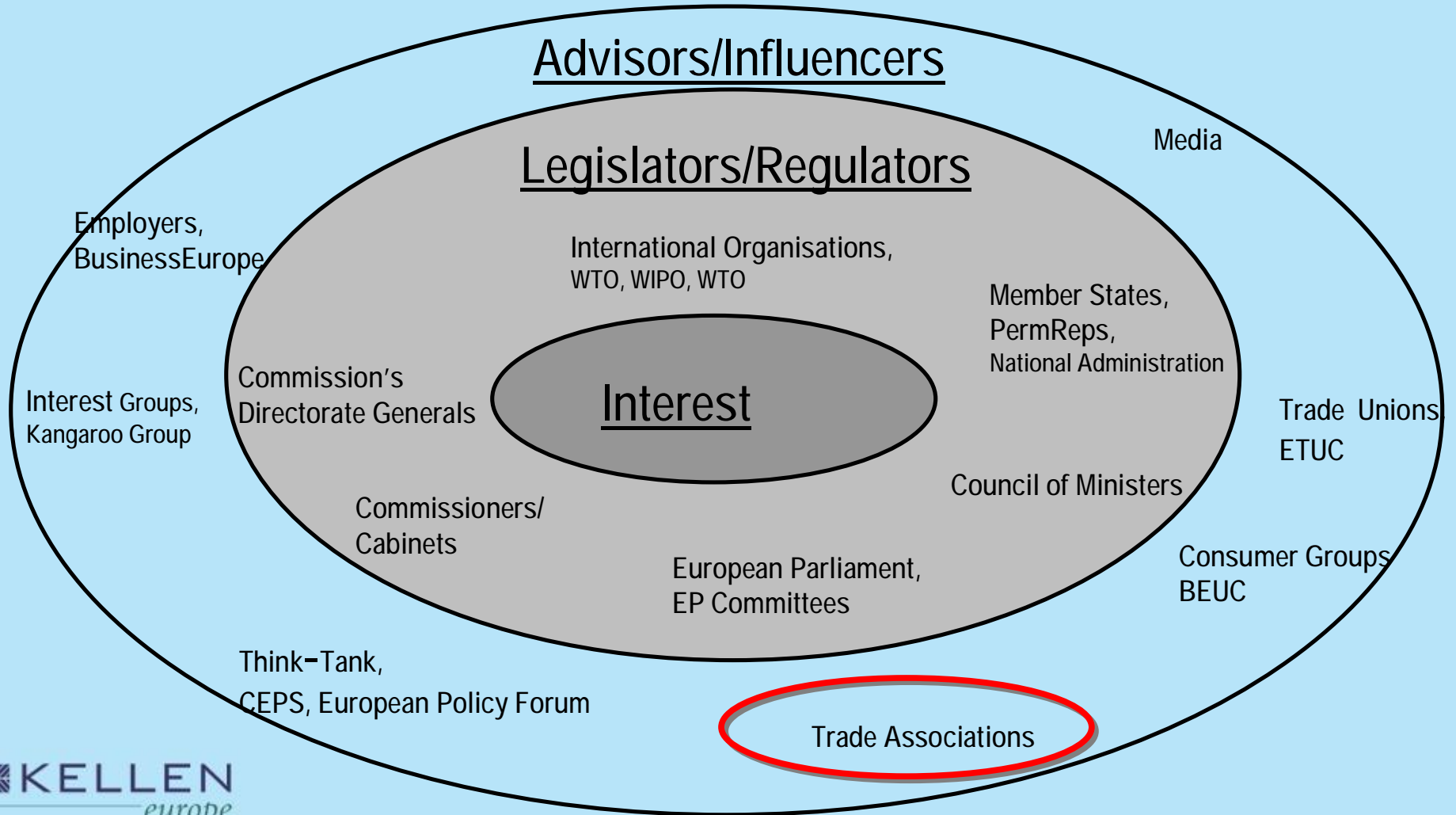
The association's perspective (external)

§ Short term: direct lobbying

§ Long term: strategic positioning



Main stakeholders





Introduction

Lobbying through associations – 2 aspects

- Internal



Need for an appropriate structure

- External



Factors for success in lobbying campaigns

§ Clear decision-making rules allowing agility and speed

§ Consensus position amongst members reflecting a genuine consultation

§ Dedicated membership

§ Communications plan, media relations

§ Clear strategy to which all members adhere

§ Message that can be assimilated by a political audience



Factors for success in lobbying campaigns

- § Educated/savvy membership, effective involvement of members
- § Objectivity and fairness in representing sector
- § Secretariat with good content knowledge
- § Being able to capitalise on members' own political networks
- § Reaching out to broad range of stakeholders



Challenges / obstacles

§ Dissent or breaking of ranks by a member company undermining the official sector position

§ Avoiding “least-common-denominator” positions when companies have competing commercial interests

§ Failure effectively to promote and communicate positions



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