

Building your profile as an EU lobbyist

A presentation by Claudia Ritter
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cleverland
coaching communication creation

About Cleverland Communications

- Headquartered in Brussels since 1992
- Working with the EU institutions, lobby groups & interest representations, the corporate sector, and international non-profit organizations
 - Specializing intercultural leadership & strategic communications
- 10 multicultural multilingual consultants and coaches
- Topics: Brand development, strategic positioning, media marketing, leadership & communication skills



**WHY MEDIAS RELATIONS
AS FIRST STEP
FOR EAP COMMUNICATION ?**

Media are powerful opinion-makers

Raise awareness on EAP as

The EU Medical Specialists Paediatric section,

official political voice of children and paediatricians throughout Europe

Identify EAP as a legitimate source of information

Generate progressively a quality press coverage

- to build a ground for EAP's identity & image
- have the best chances to set constructive contacts with the strategic European political target.



HOW DOES THAT WORK ?

Media target

Media management is Media marketing = Target is strategic
What is EAP media target ?



A data base of over 450 journalists

- * **Opinion media :**

major generalists, dailies, news, RTV, news & editorial agencies,

- * **BtoB & insider medias :**

political, social health/medical medias,

- * **Media focusing on Europe issues:**

political, social, environmental ...

- * **Media from all the EU having permanent representation in Brussels.**

- * **Belgian media:** Flemish & French-speaking

- * **Selected high circulation family, social, women's press** (Elle Santé..)

Media & journalist profiles :

Generalists, EU affairs/ Health, social affairs, Migrants...

Dailies, News, national, international..



POLITICO

THE WALL STREET JOURNAL.

VOL. 7 NO. 34 MONDAY, SEPTEMBER 3, 2010 POUTOOCOM

WELCOME BACK, CONGRESS

Syria Decisions Loom

Senate and House Wrestling With Authorization

Obama Is Facing A Tough Job in Selling Democrats

By DANIEL SIVERT
The U.S. is on the brink of a major breakthrough in its efforts to pressure President Bashar al-Assad to end his brutal campaign in Syria.

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Press Agencies



International Radio & TV broadcasts



A few things to know about journalists :

- They work with a constant overload of information on last minute challenging agendas
- They are “zappers”, they read quick & dirty,
- More and more barriers to reach them on the phone.
But...

They always remain open to compelling content

So :

- * **Editorial and titling mails & documents is highly strategic**
- * **Deliver timely messages with added value is key to success !**



**WHAT WE'VE ACHIEVED
SINCE SEPTEMBER 2015**

Introducing EAP with a 1st corporate release

EAP – EUROPEAN ACADEMY OF PAEDIATRICS

The EU Medical Specialists Paediatric section

Official political voice of children and paediatricians in Europe

(19th October)

*** Developing EAP missions, 4 strands of action and structure :**
EAP & EBP, EAPRasnetwork, permanent councils and 6 Working groups.

*** A follow-up work :**
calls, mails/re-mails upon direct conversations with selected journalist
to ensure their reading
and potentially list our information for treatment.

EAP in action in 2nd Press release

EAP INVESTIGATES ON “CHILD HEALTH INEQUALITIES AMONG MIGRANT CHILDREN IN THE EUROPEAN REGION”

with a survey over its entire research network.

(16th November)

*.. Follow up calls interruption
due to the massive focus of the whole press on the Paris attacks*

Survey results in 3rd press release

KEY RESULTS FROM EAP SURVEY

“CHILD HEALTH INEQUALITIES AMONG MIGRANT CHILDREN IN THE EUROPEAN REGION”:

Answers from 500 paediatricians in 17 countries
(18th January)

➤ Release putting forward :

A survey” initiated by “Advocacy for Children” WG, disseminated through the entire EAPRASnet and illustrating high commitment of the paediatricians with 500 answers..

➤ Organising main results in headlines

**SPECIFIC HEALTH PROBLEMS AND NEEDS
BARRIERS TO ACCESS CHILD HEALTH SERVICES
DEFICIT OF SPECIFIC CHILDCARE POLICIES, TRAINING &GUIDELINES**

➤ Featuring EAP in action :

“..critical issues on EAP agenda in Brussels on Jan. 29th..”

FIRST PRESS RESULTS



Advanced contacts achieved with media wishing to follow EAP on topics for potential coverage :

Actual Care, Agence Europe, Agence France Presse, Agence Belga, Bel RTL, De Standaard, Education Santé, Elle Santé, Financial Times, France 24, France 2, Imagine demain le Monde, La DH, Journal du Médecin, DailyScience, Medinews.be, Mediquality, Migration News Sheet, Politico, RTBF, Tempo Medical....

Interviews given to :

LE SOIR (N°1 belgian daily)

&

VRT (Vlams Radio TV) **for Radio 1**



SUGGESTIONS
for 2016

- **Continue a regular production of information to demonstrate EAP active and part of the debates**

Can be short statements, comments, opinions, reactions to a news..

- **Follow up on the « critical issues on the agenda »,**

compelling as timely or the press : « Barriers to access ..» vaccination, training for paediatricians in primary care, vanishing children...

- **Consider to incorporate social networks in EAP global communication strategy :**

- Medias & journalists work a lot on Twitter
- Unique viewing platform of who says/does what in EAP's areas of concern
 - Highly effective, highly reactive information tool & visibility tool

Some facts about lobbying

 **EUROPE
DECIDES**



Bursc

Etymology

The term originated at the Willard Hotel in Washington, DC. It was supposedly used by President Ulysses S. Grant to describe the political advocates who frequented the hotel's lobby to access Grant, who was often there in the evenings to enjoy a cigar and brandy. They would try to buy the president drinks to influence his political decisions.



Who are the lobbyists in Brussels?

- * Agriculture, food industry
- * Pharmaceutical industry
- * Car industry
- * Oil companies (climate-change policies)
- * Banks & law firms
- * PR consultancies and trade associations
- * Corporate companies
- * NGOs: Environment, social protection, churches
- * Professional associations (liberal professions) – professional qualifications, services directive, competition law
- * Media
- * Think Tanks
- * Etc.

How many are there? And why?



30.000 lobbyists for 31.000 EU Commission officials (second to Washington)

National legislation in all Member States is impacted by 80% by EU law

Lobbyists influence the regulations and laws that shape Europe's single market, fix trade deals, and govern economic and commercial behaviour in a union of 507 million.

They influence 75% of EU legislation.

What do lobbyists do?



Lobbyists give politicians information and arguments during the decision-making process. The corridors of the European Parliament often teem with individuals, who meet MEPs in their offices or in open spaces such as the "Mickey Mouse bar ».

It's a billion-euro industry!

Where do they lobby



How to be a good lobbyist

- 1) **Define** your core positions in relation to EU policy
- 2) **Create** a network within the EU institutions: Commission, European Parliament – relationships matter!
- 3) **Build** strategic alliances with other associations
- 4) **Find** solutions that legislators will embrace
- 5) **Know** the legislative process
- 6) **Spend** time with decision-makers
- 7) **Have a strategic** plan and a tactical plan
- 8) **Have** an active membership (national associations), who reach out to « their » MEPs
- 9) **Be** persuasive, but honest reliable - Integrity matters!

More information

- * <http://www.theguardian.com/world/2014/may/08/lobbyists-european-parliament-brussels-corporate>
- * <http://corporateeurope.org/pressreleases/2014/09/hard-facts-europes-biggest-lobbyists-revealed-first-time>
- * <http://lobbyfacts.eu/reports/expenditure/companies>
- * <http://www.politico.eu>

To mention a few examples.....