



Public Affairs Strategy Workshop - Agenda

09:30 Welcome and Introductions

10:30 What is Public Affairs Strategy?

Participants will look at what we mean by Public Affairs strategy. Do you need one? (yes!)

10:45 Before we begin – SWOT Analysis

A successful public affairs strategy reflects a strong understanding of the organisation and/or campaigns strengths, weaknesses, opportunities and threats. After looking at some examples, participants will take part in an exercise to analyse theirs.

11:30 Defining your objectives

Knowing what you want to achieve before planning to influence is paramount. After looking at some examples of weak and strong objectives, participants will take part in an exercise to define the objectives for their organisation/campaign.

12:00 Identifying your audience

Good public affairs means targeting those who can make your objectives happen, either directly or indirectly. We'll use two stakeholder mapping tools to not only plan engagement but to prioritise resources efficiently.

12:30 Lunch

13:15 Honing your key messages

Decision makers are busy people, and subject to information overload. Participants will join a discussion to practice honing key messages and then apply these principles to their work so far.

14:00 Building an influential argument

Arguments must be carefully considered and well evidenced in order to resonate with the selected audience. Participants will build their arguments and consider the types of information they will need to support it.

14:30 Building stakeholder support

Working in coalition with varied voices can give your organisation/campaign the edge it needs to succeed. Participants will be encouraged to think widely about potential stakeholders who can lend support, and to anticipate what some of the disadvantages of working with others might be.

15:15 Tools, tactics and channels

There are a variety of tools, tactics and channels available to public affairs professionals looking to influence. Participants will consider which will be the most effective in order to meet their specific objectives. Beyond public affairs, is there activity from other disciplines – for example, PR – which would



supplement the public affairs work?

16:00 Monitoring & evaluation

Why is public affairs impact so difficult to measure, and how can we overcome this?

16:30 Keeping the dream alive!

How can we ensure our strategies are not forgotten about but remain a point of focus for our work?

16:45 Summaries and close at 17:00