

Political Awareness and Influencing Skills

10.00 Introductions and outline of the course

10.15 What is lobbying and influencing?

10.30 How is policy made, and what are the main influencers?

10.45 Understanding the UK constitution

11.15 ~ short break ~

11.25 Parliament

Commons and Lords

The passage of a Bill

Scrutiny – PQs and select committees

12.00 Government

Cabinet and ministers

SPADs

Civil Servants

13.00 ~ lunch break ~

13.45 Tricks, tools and tactics of successful influencing

Some examples of eye-catching campaigns

14.15 Creating a lobbying campaign

Individual work. Using a template for objectives, messages, audiences, tactics, resources, timing and evaluation

15.30 Discussion of lobbying campaign ideas, with expert feedback

16.00 Close.