Working with Ministers (for public affairs professionals)

10:00 ***Welcome and Introductions***

10:30 ***The Ministerial Private Office***

- The Private Office role and function
- Who's who - including Principal Private Secretaries, Private Secretaries, assistant Private Secretaries, Diary Secretaries.
- The Private Office and Special Advisers

Learning outcome: to establish an understanding of the likely setup of a typical Private Office, learn who does what and what that means for your engagement strategy.

11:15 ***Guest Speaker (former Special Adviser) and Q&A***

We will hear from a former Special Adviser:

- The role of a Special Adviser
- The difference between the Special Adviser(s) and the Private Office
- How lobbyists can best work with Special Advisers
- How lobbyists can get a foot in the door
- Q&A

Learning outcome: to gain an honest understanding of the role and pressures of being a Special Adviser and particularly of how they work with lobbyists, in order to plan effective engagement with this very specific group of political actors.

12:00 Lunch

13:00 ***Who is the Minister? - and what it means for you***

It's important to know as much as you can about the Minister you're targeting. We'll uncover sources of information and use exercises to not only build a profile of a current Minister but to understand what the profile information means for your lobbying approach.

Learning outcome: to understand what types of information are relevant when lobbying a minister, how to build this into your engagement approach and where to access the information.

13:45 ***Guest speaker (former Government Minister) and Q&A***

We will hear from a former Minister about:

- Starting out
- The day-to-day realities of the ministerial role
- What's in the Red Box?
- Decision-making considerations
- How lobbyists can work effectively with Ministers
- Q&A

Learning outcome: to gain an honest understanding of the role and pressures of being a Minister, on what basis they make decisions and what to do/what not to do when lobbying one.

14:30 ***Negotiating with Ministers – principles and practice***

Assuming some prior understanding of influencing and persuasion techniques, we'll focus on handling challenging negotiations and difficult meetings.

Learning outcome: to put into practise advice from the guest speakers, while practising responding effectively in difficult negotiations and when things go wrong.

15:30 ***Transparency matters***

What you need to know, what needs to be declared/what's published, how to check if you're unsure and how to find out who else is lobbying Ministers.

Learning outcome: to gain a basic understanding of the area of ethics when lobbying Ministers, and why these rules are in place. To boost confidence in complying with rules and regulations and seeking further clarification if unsure.

16:00 ***Summary***

16.15 ***Close***