

Public Affairs Strategy Workshop

10:00 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

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.

11:00 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.

11:30 Identifying your audiences

A good public affairs strategy includes targeted engagement and avoids scatter gunning. Participants will spend time considering new stakeholders they could reach out to and building their understanding of their existing stakeholders.

12:00 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.

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 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.

14:45 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?

15:15 Strategy Development Workshop

Participants will bring together the 'building blocks' they've developed during the day's exercises to start a Public Affairs Strategy. This is also an excellent opportunity to troubleshoot with both the trainer and with other participants.

16:00 Close