

Managing Contract Lobbyists and Consultants

Making a Hiring Decision and Signing the Contract

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Key Considerations

- **Define your objectives, budget going in**
- **Understand the audience, environment you're seeking to impact**
- **Do your research, probe conflicts**
- **Ensure cultural alignment and set clear expectations**
- **Communicate, communicate, communicate**

Define Your Objectives, Budget

- **Legislative, Regulatory? Broader public affairs component?**
- **Discreet item or longer-term effort? Level of urgency?**
- **Type of services, skills needed—issue/policy depth, relationships/access, ideological lens/strategy help, communications/message development**
- **Resources available define art of the possible**

Understand Audience, Environment

- **Levers/tools for influence different depending on audience**
- **Politics matter, but bipartisanship does too, particularly at federal level**
- **Little happens in a vacuum anymore, consider holistic approach**

Do Research, Probe Conflicts

- **Go to experts for insights...Public Affairs Council!!**
- **Seek advice from team members, peer associations, industry colleagues, member companies**
- **Robust vetting important**
- **Know who is on the other side, and who they're working with**
- **Ask directly, don't go in unclear**

Cultural Alignment, Clear Expectations

- **This is an extension of your culture, values, team and brand. Treat it as such!**
- **Understand how they work with other clients/have achieved successes--be open to learning/embracing new approaches**
- **Ensure agreement and clarity around relationship expectations before onboarding**
- **Measures of success critical**

Communicate!

- **Stay connected and informed given constant state of change**
- **Leverage their expertise with internal and external stakeholders/partners**
- **Be nimble within scope of work**
- **Report progress and ROI**

Thank you!

Questions?