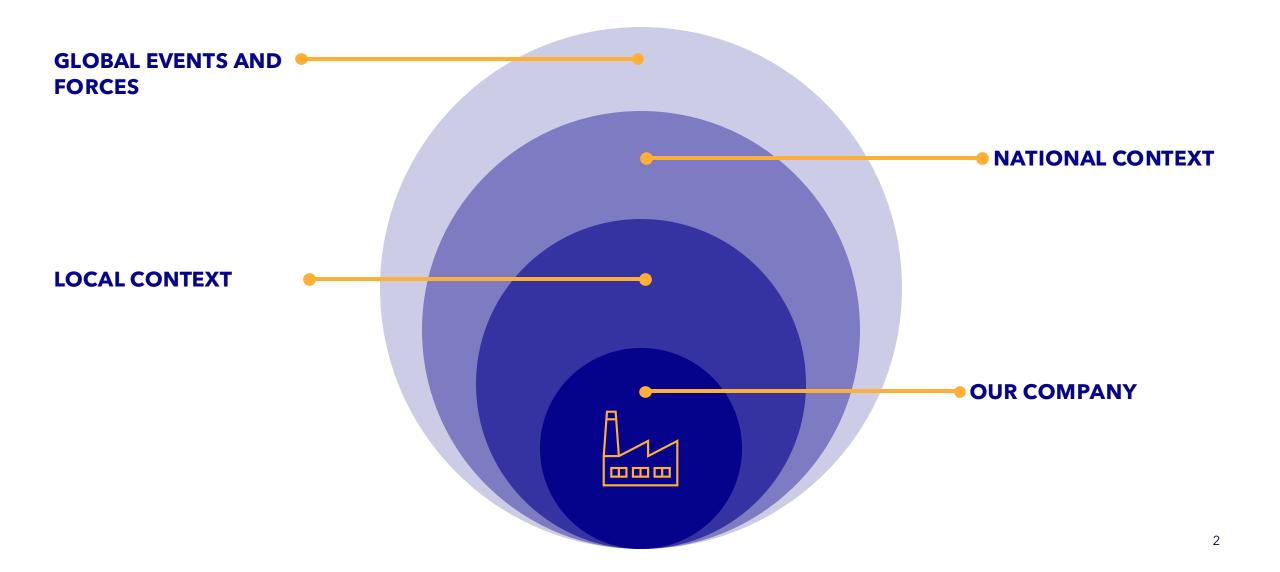


Public Affairs Insights and Best Practices from Across the World

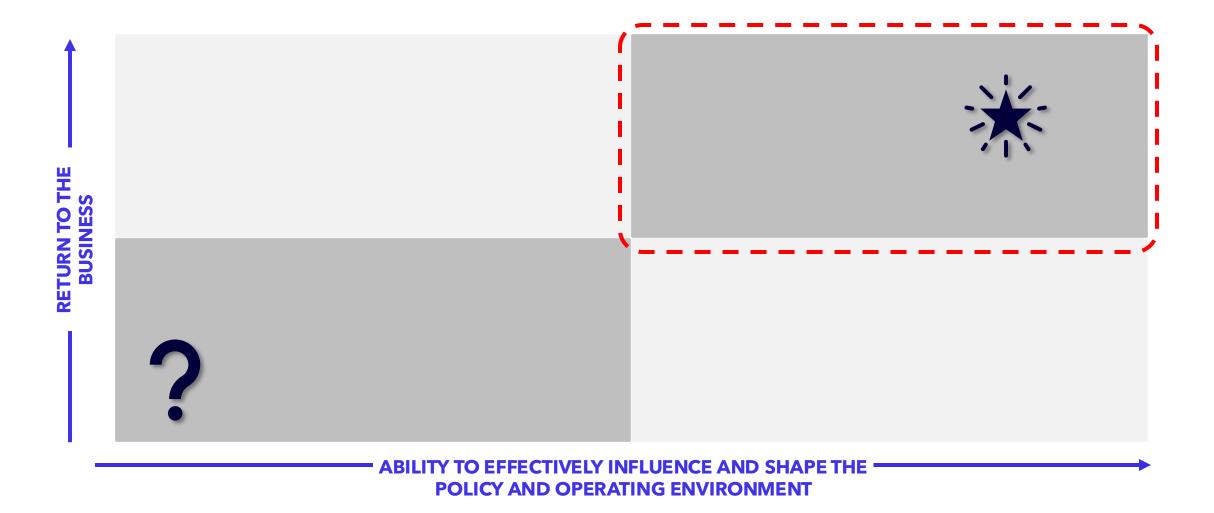
Tony Cino, Partner DGA Group



Our Context



Setting Priorities



Building the Plan

Understand...

LOCAL/NATIONAL CONTEXT

Social and Political trends impacting business

GLOBAL CONTEXT

Geopolitical and Political trends impacting business

OBJECTIVES Define...

Near, Medium-, and Long-Term goals developed with commercial leads

PRIMARY AUDIENCE / DECISION MAKERS Identify and map...

Those whose decisions we are seeking to inform

Determine...

BROADER ASSOCIATIONS INFLUENCERS PUBLIC

GOVERNMENT BUSINESS CIVIL SOCIETY Allies Allies Allies

Craft & Update... PRODUCT & CORPORATE VALUE PROPOSITION

Global, transnational, and regional

Create... **ENGAGEMENT STRATEGY**

INELLIGENCE GATHERING ENGAGEMENT Invest in... Resources and Capabilities Resources and Capabilities **EXTERNAL CONTEXT**

INTFRNAI

ENGAGEMENT DETERMINANTS

FOUNDATION FOR ENGAGEMENT

Thank you!

