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HIRING A PUBLIC AFFAIRS CONSULTANCY: WHAT COMPANIES WANT

The logo for EPACA (European Public Affairs Consultancies' Association) features the acronym in a large, bold, blue, sans-serif font.

European Public Affairs Consultancies' Association

OVERVIEW

- What is EPACA?
- Why hire a consultancy?
- What to look for
- Selection process
- Measure results

WHAT IS EPACA?

European Public Affairs
Consultancies' Association

Founded 2005

Based on a Code of Conduct

EPACA membership is by company

Around 40 members



WHAT KIND OF
SUPPORT IS
NEEDED?

DO YOU HAVE YOUR
OWN OFFICE IN
TOWN?

Why hire a consultancy?

SPECIFIC PROJECT
OR LONG-TERM
COOPERATION?"

GEOGRAPHY -
LOCAL OR GLOBAL?

Why hire a consultancy?



Outreach

Strategy

Intelligence

WHY HIRE A CONSULTANCY? - INTELLIGENCE



BEEFING UP
YOUR TEAM

COVERAGE OF
MEETINGS



BASIC
MONITORING

NEWSLETTERS



INTELLIGENCE
AND ANALYSIS

SECOND
OPINION

WHY HIRE A CONSULTANCY? - STRATEGY



ADD POLICY
KNOWLEDGE



ADD PROCESS
KNOWLEDGE



ADD OUTREACH
KNOWLEDGE

ALLIANCE
BUILDING

SPECIFIC PROJECT -
CASE - LEGISLATION
- CAMPAIGN

EPACA

European Public Affairs Consultancies' Association

WHY HIRE A CONSULTANCY? - OUTREACH



SUPPORT YOUR
EXISTING TEAM

EVENTS
MANAGEMENT



THE ACTUAL
INTEREST
REPRESENTATION

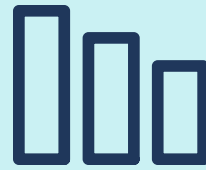
MEDIA – SOCIAL
MEDIA

EPACA

European Public Affairs Consultancies' Association



Back office –
Bandwidth



Niche
Expertise –
policy/process



Networks

WHAT TO LOOK FOR

It depends what service you want



Previous work



Reputation in
market



Most important –
Personal relationship

Selection process

#1

—

Formal or informal process

Selection process

#2

—

Referrals

Selection process

#3

—

Choosing the contenders

Selection process

#4

—

Conflict of interest

Selection process

#5

—

*Procurement process –
who makes the final call?*

HOW TO MEASURE RESULTS

Depends on the service



QUANTITY



QUALITY



OUTCOME

Take-aways

YOU PROBABLY NEED HELP

**FIGURE OUT
WHAT YOU NEED**

**GET HELP TO FIGURE
OUT WHAT YOU NEED**

MEET MANY CONSULTANCIES

**DO NOT OVERCOMPLICATE
THE PROCESS**

**MAKE SURE THE PEOPLE
MOSTLY INVOLVED
MAKE THE CALL**

Thank you for your attention!

EPACA

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