

# BEST PRACTICES AND LESSONS LEARNED FROM THE EUROPEAN CAPITALS

Public Affairs Council

# Political Intelligence at a glance

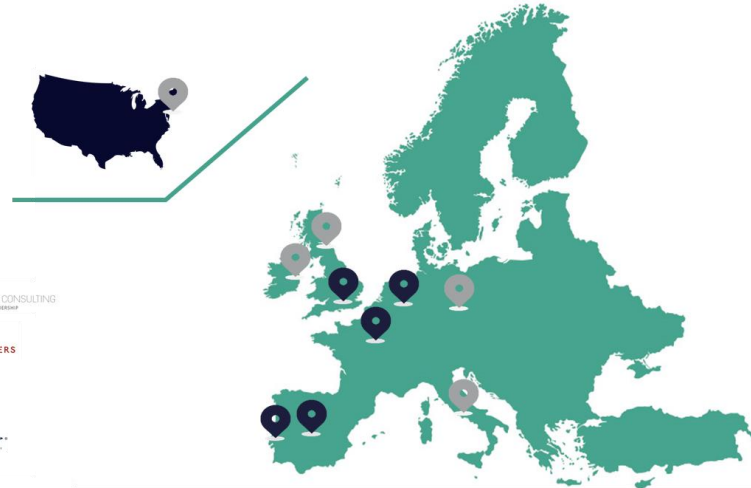
- One of the first consultancies specialized in Public Affairs with methodology and a professional approach.
- Founded in 1995 in London. With almost 25 years of experience and 20 years of activity in Spain.
- 60 professionals around Europe specialized in Public Affairs.
- With an average longevity of our clients of over 6 years.
- Four of the top ten brands in the world trust us to advise them on their institutional relationships in Spain.

## Offices

- Madrid
- Brussels
- London
- Paris
- Lisbon

## Partners

- Germany 
- Scotland 
- Ireland 
- Italy 
- Washington DC Allon Advocacy



*We help our clients to identify risks and political opportunities, preparing them to participate in the elaboration of public policies and connecting them with the most relevant stakeholders for their business.*

# Policy Communications in time of COVID-19

## PA & Comms campaigns adapted to COVID-19

- More agility and ease of access to the political and institutional sphere.
- Access beyond Brussels in relation to European affairs
- Special relevance of reaching segmented audiences in public affairs campaigns affected by COVID-19 through digital and social channels



Next Generation EU



Boosting the profile of the PA specialist

## PR and digital communications

- Communication objectives based on public affairs goals.
- Given the complexity of the various regulatory frameworks in European countries, as well as their political and civic culture and habits, specific communication plans must be drawn up.
- Comms makes it possible to influence, mobilise and shape public opinion and the reputation of organisations and corporations.

# THANKS!



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