



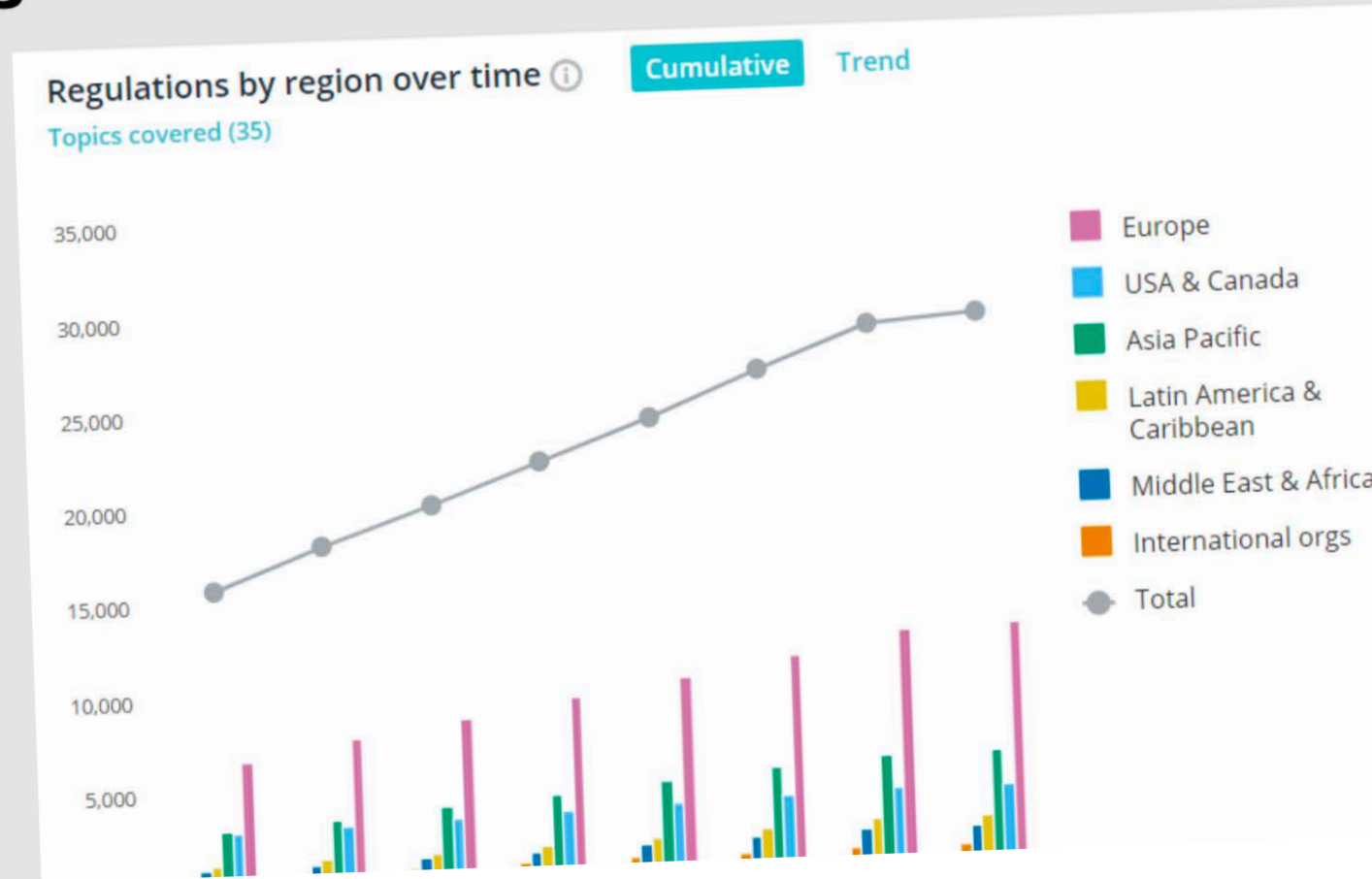
# Webinar: Public Affairs in the EU

 @DanielUrena

**February 21, 2020**

 MASConsulting

# Regulation is growing & getting more complex



**1. This is NOT about contacts, is about framing.**

















**2.** Fight for a cause, not only for your specific interest.



**Climate Change**

**Freedom of Speech**

**Gender Equality**

**Protection of Minors**

**Free Market**

**3.** Communications is your best tool:  
think outside of the box.





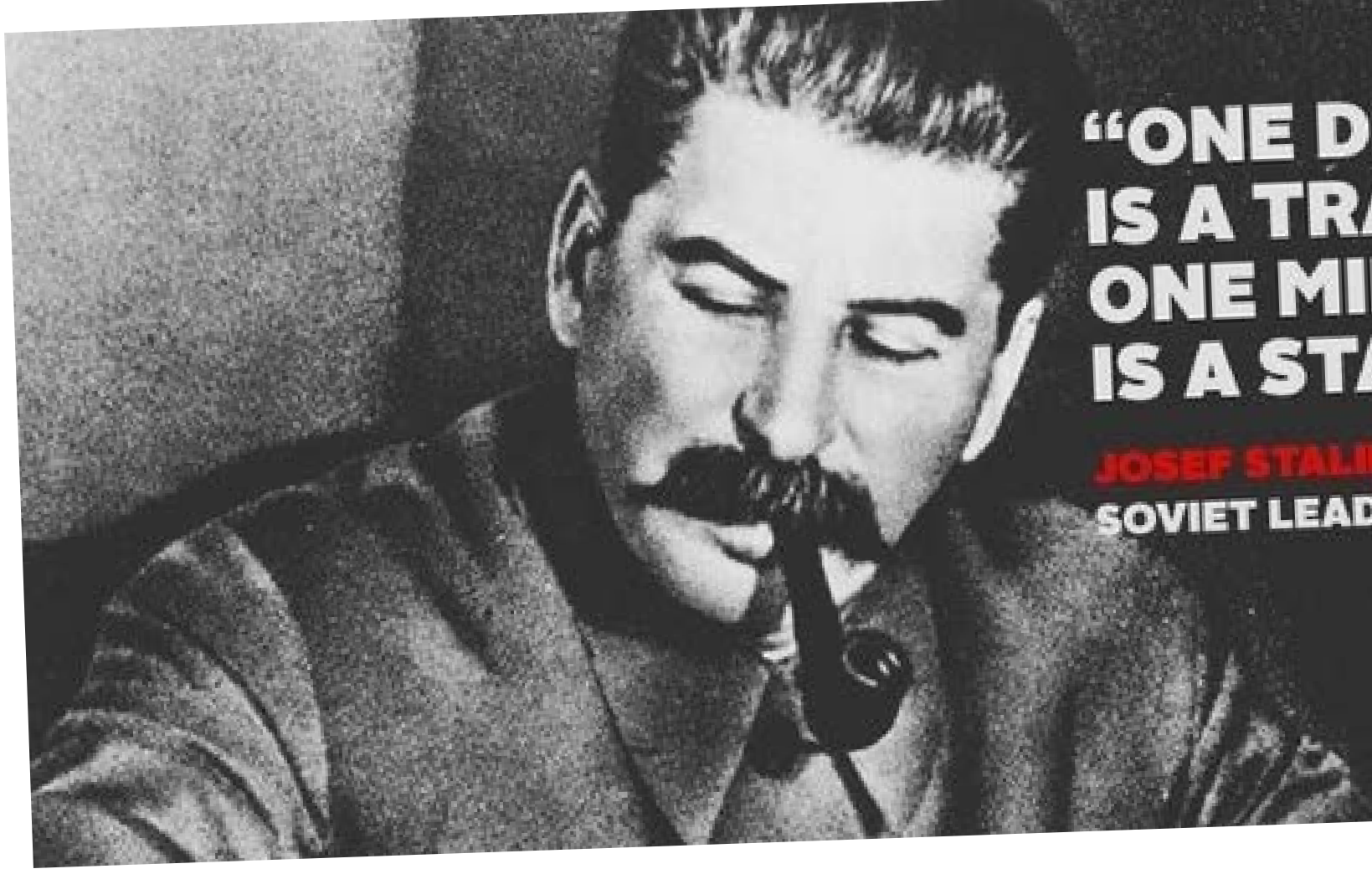
**4.** Create a strong message and tell a good story.



SKOLSTREJK  
FÖR  
KLIMATET



**5. Know your facts, but don't overwhelm.**



**“ONE DEATH  
IS A TRAGEDY;  
ONE MILLION  
IS A STATISTIC.”**

**JOSEF STALIN,  
SOVIET LEADER**

**6. Unity makes strength: activate your allies.**

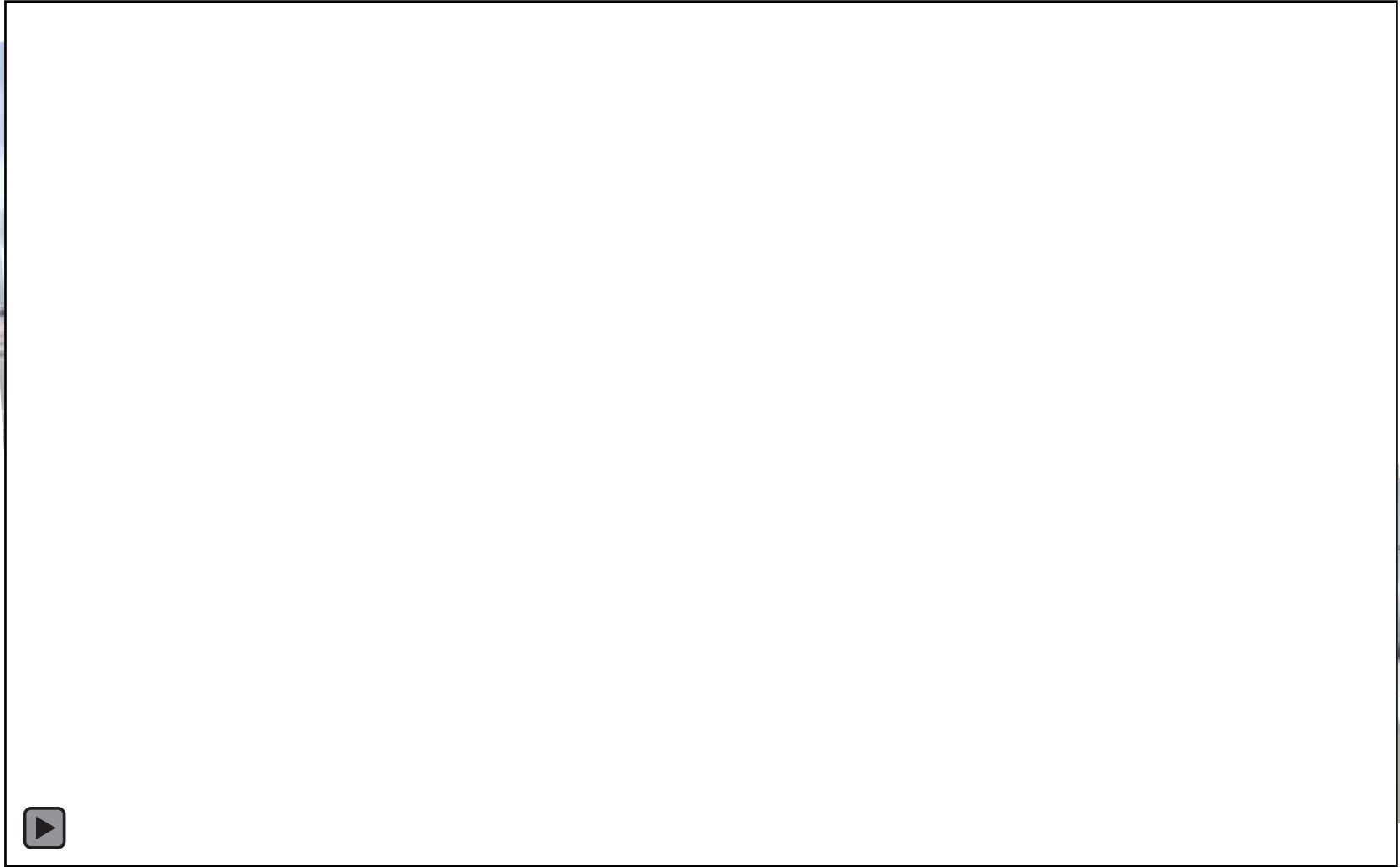


# **7. Think long term and build trust.**





# 8. Coordination, Coordination, Coordination.



**9. Consistency makes a difference.**



**10. Anticipation is the key:  
the sooner the better.**

# Influencing society in a modern way

High ability to influence

Low



Issue definition

Agenda setting

Alternative solutions

Negotiation

Implementation

Noise

Issue in society

Policy debate

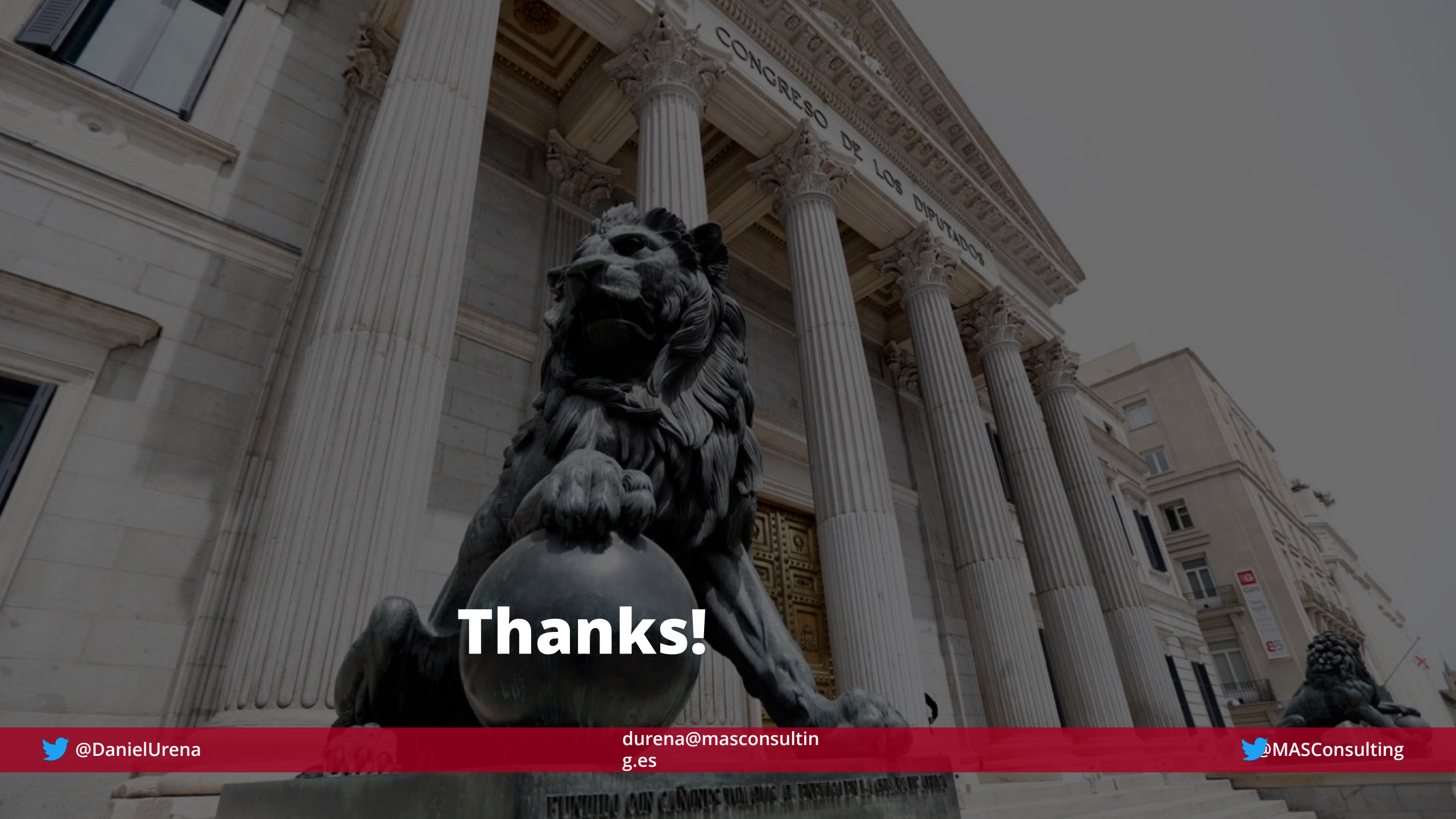
Legislation

Compliance

New topic

Mature topic





**Thanks!**