

THE EU LOBBYIST'S  
QUICK GUIDE TO  
"INFLUENCERS"



BRETT KOBIE  
FLEISHMANHILLARD  
@kobiebrett  
#EUDAS2017

JUST TUNING IN  
TO THE BRUSSELS  
INFLUENCER CONVO?



YOU MIGHT THINK  
THIS WHOLE TOWN  
IS SENDING TEXTS  
LIKE THIS.

WHY?



WHAT EXACTLY IS

AN INFLUENCER ?

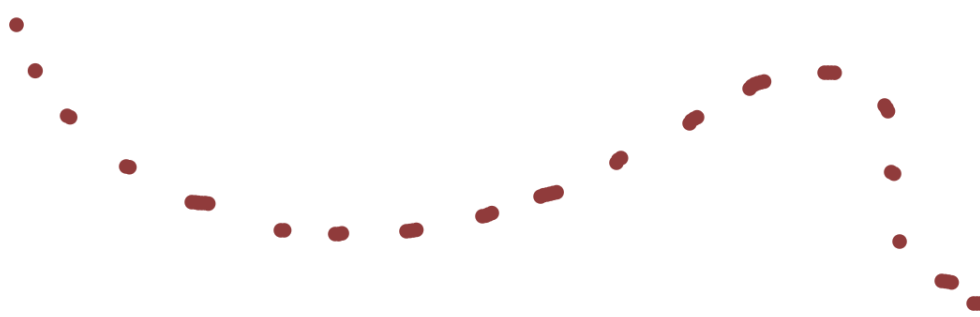
FIRST, A QUICK  
STEP BACK



AN INFLUENCER

=

SOMEONE WHO CAN INFLUENCE  
A PARTICULAR OUTCOME.\*



\* THERE ARE LOTS OF  
DEFINITIONS. THIS IS THE  
ONLY ONE I UNDERSTAND.

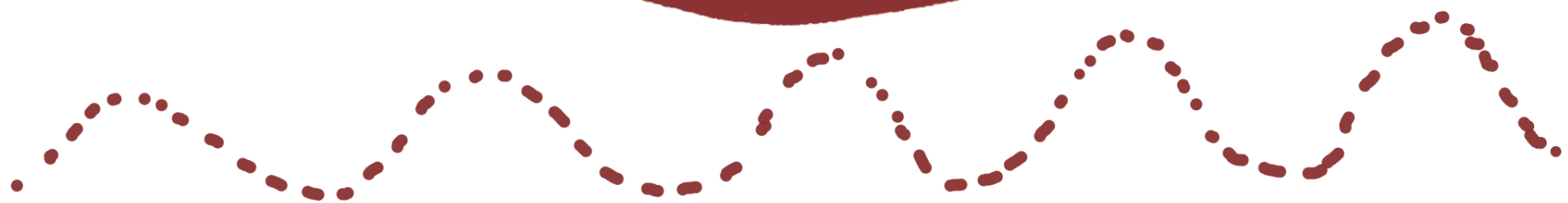
TO MOST OF THE MARKETING WORLD,

AN INFLUENCER

=

SOMEONE WHO CAN INFLUENCE

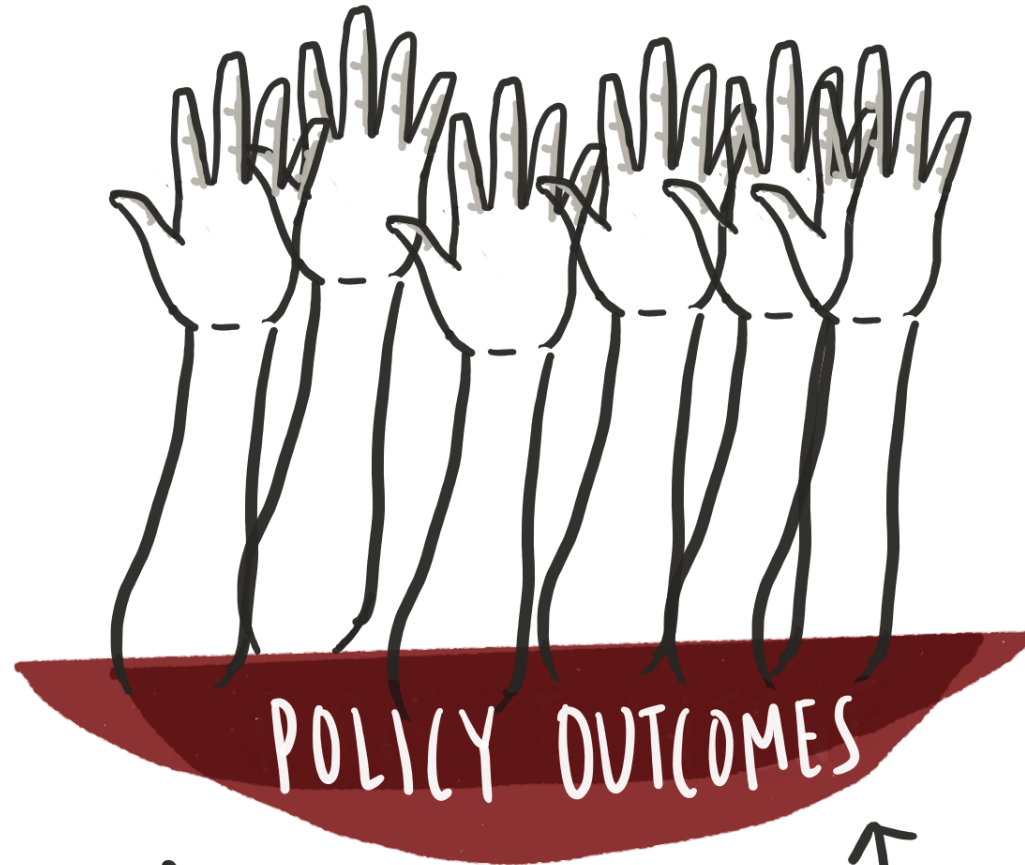
PURCHASE INTENT





RAISE YOUR HAND IF IT'S  
YOUR JOB TO INFLUENCE





RAISE YOUR HAND IF IT'S  
YOUR JOB TO INFLUENCE

WHO WILL INFLUENCE LEGISLATION X?

.....

MAP THEM OUT IN TWO SIMPLE TIERS.



↖ (THE EU LEGISLATIVE PROCESS) ↗

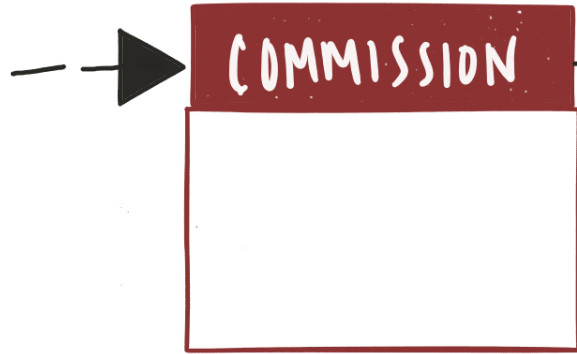
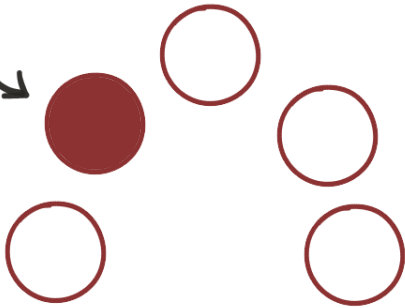




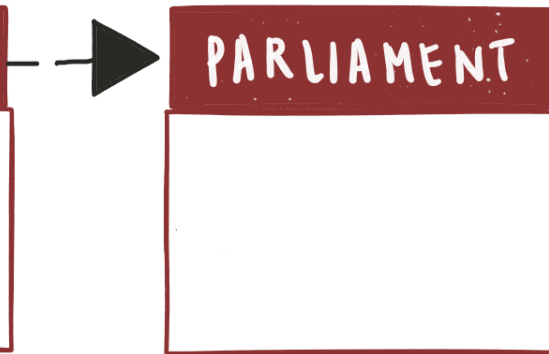
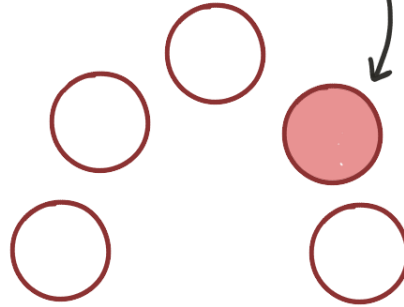
TIER 1 - THOSE WITH DIRECT INFLUENCE



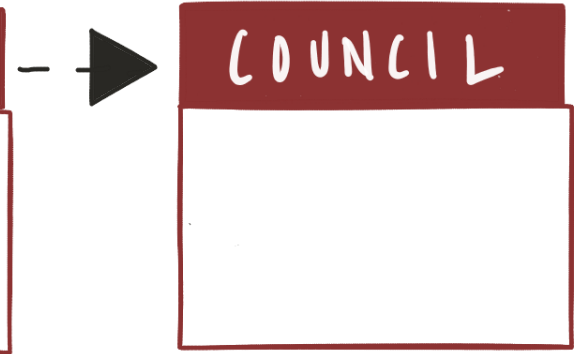
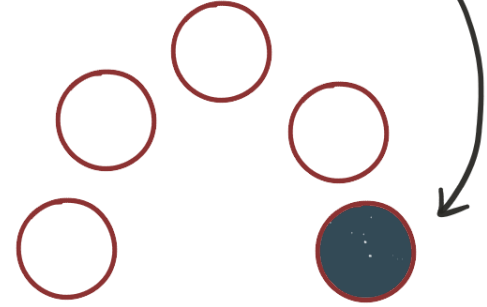
e.g. THINK TANK  
ACADEMIC



e.g. NATIONAL POLITICAL  
PARTY LEADER



e.g. NATIONAL MEDIA  
PUNDIT



TIER 2 - THOSE WHO INFLUENCE TIER 1



# HOW CAN YOU LEVERAGE THESE INFLUENCERS?

3 EXAMPLES

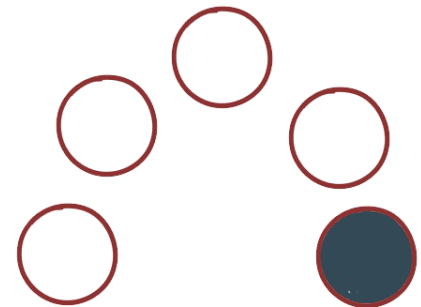
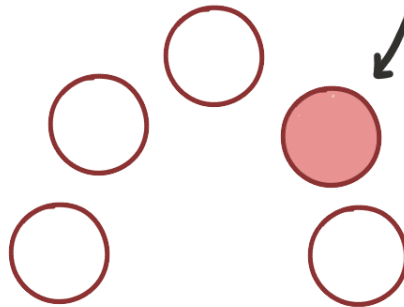
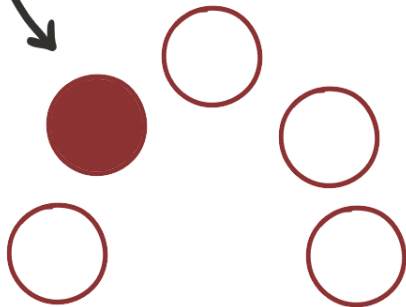
YOU

GIVE THE ACADEMIC A  
PLATFORM TO SHARE HER WORK.

TAILOR YOUR CONTENT  
SPECIFICALLY TO THE  
PARTY LEADER.

PROVIDE ONGOING BACKGROUND  
BRIEFINGS LONG BEFORE  
LEGISLATION X IS EVEN "A THING".

N.B. NOT EVERYTHING IS DIGITAL!



COMMISSION

PARLIAMENT

COUNCIL

WHEN THE INFLUENCER LANDSCAPE  
IS THIN OR UNHELPFUL ...

THOUGHT LEADERS

SELF-MADE  
INFLUENCERS

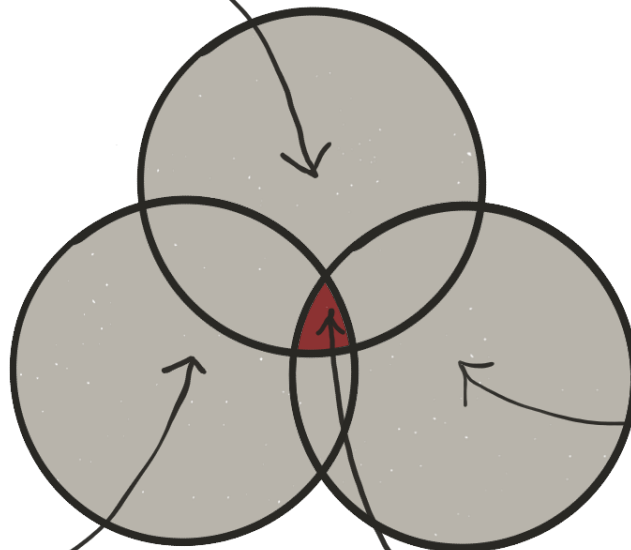
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YOUR PERSONALITY

WHAT YOUR  
AUDIENCE CAN'T  
GET ANYWHERE ELSE

YOUR KEY  
MESSAGES

YOUR THOUGHT  
LEADERSHIP



FOR ZUCK'S SAKE

PEOPLE INFLUENCE PEOPLE.

A TRUSTED REFERRAL INFLUENCES PEOPLE  
MORE THAN THE BEST BROADCAST MESSAGE.

- MARK ZUCKERBERG