

Why you should keep public policy developments on your radar

Madrid, 22 – 24 May 2022

Poll 1 :

Is Head of Legal for your Company directly involved in Public Affairs Strategy setting qs part of their role?

Yes

No

Poll 2 :

Does your Company have a business strategy that includes Public Affairs elements?

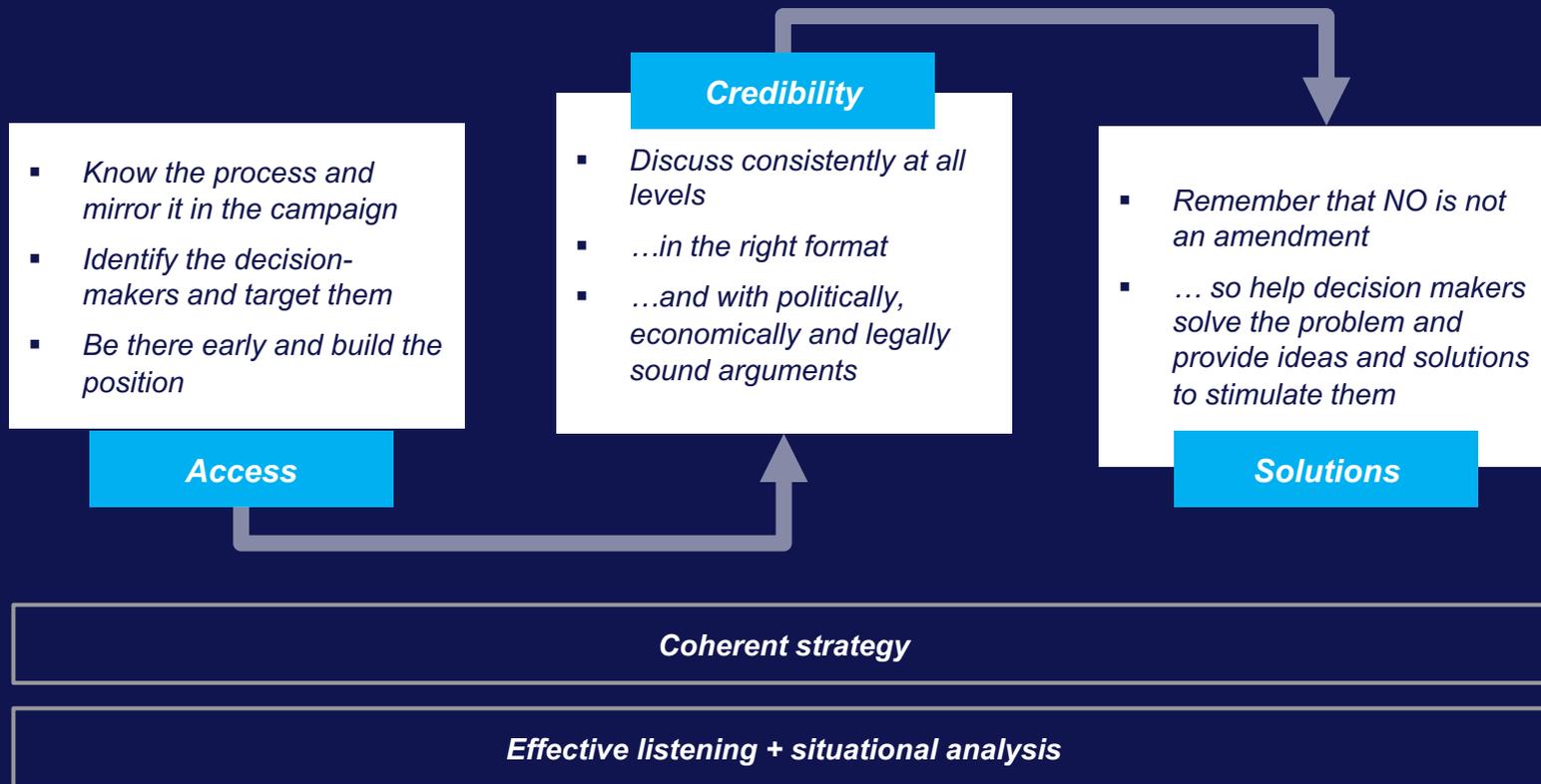
Yes

No

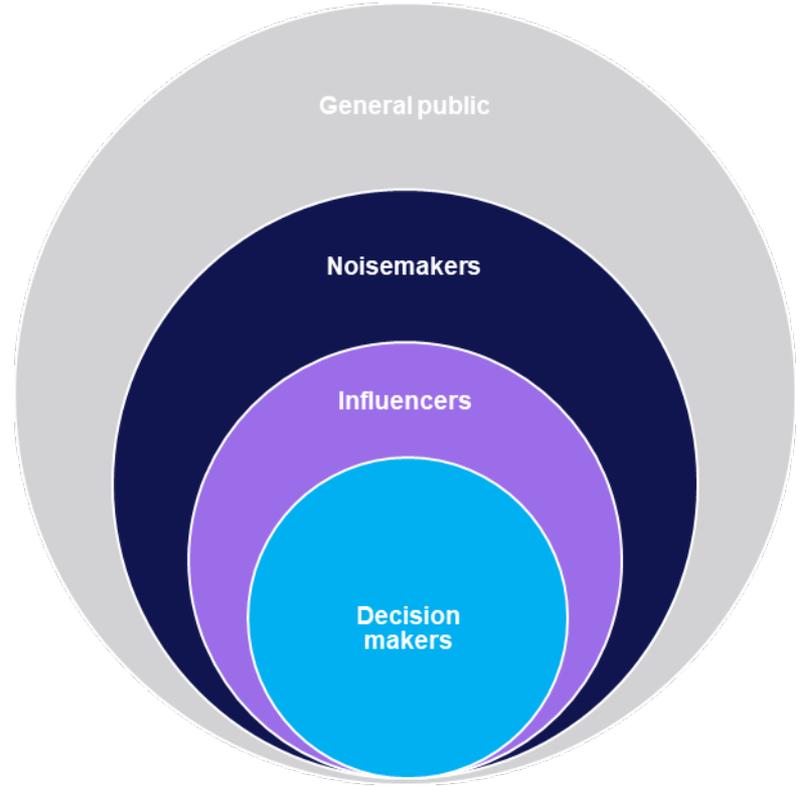
Key questions :

1. **Methodology** for successful Public Policy engagement
2. **Strategy goal setting** for Public Policy engagement, including use of PR agencies and law firms
3. **Management buy-in** and the right internal people onboard on strategy
4. **Execution** of Public Policy strategy and plan, including use of PR agencies and law firms
5. **Ethical questions** around Public Policy engagement

1. Methodology for successful Public Policy engagement



Creating a favorable climate
for policy makers to make
the right decisions.



2. Strategy goal setting for Public Policy engagement

"If one does not know to which port one is sailing, no wind is favorable."

Lucius Annaeus Seneca

"It takes more than arguments to get a positive decision in policy fields. The context has to be favourable, so shape that context to create fertile ground for a good outcome. Policy makers have to defend their decisions before the court of public opinion."

3. Management buy-in and the right internal people onboard on strategy

“Without the involvement of the CEO, nothing ever changes or gets done.”

Frank Riboud, CEO Danone

Poll 3 :

Does your Company have a PR agency to support you in your strategy setting and execution?

Yes

No

Poll 4 :

In what areas (if any) do you engage law firms to support on Public Affairs questions (multiple choice possible)?

- Antitrust
- Data Privacy
- Digital
- Labor
- Tax
- Sector specific regulation
- Pending matters
- Other

4. Execution of Public Policy strategy and plan

“Strategy execution is a team sport.”

Claes Zettermark, retired lawyer

5. Ethical questions around Public Policy engagement

“One lobbyist is a danger for democracy. A thousand lobbyists enrich and refine the democratic debate and decision making. They are a blessing and an integral part of modern democratic policy making.”

Prof. Rinus Van Schendelen

QUESTIONS