

# STRATEGIC LOBBYING

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September 8-10, 2013

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**The Hague,  
The Netherlands**



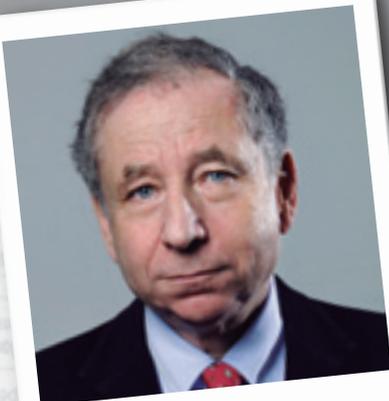
**FIA University**

# STRATEGIC LOBBYING

The FIA University offers training solutions tailored for particular audiences. Programs are built around 3 pillars: Strategy and Leadership, Lobbying and Public Policy and Functional Expertise.

The FIA University Strategic Lobbying course offers Automobile Clubs' staff an opportunity to discover and reinforce their knowledge of strategic lobbying, an essential tool and component of any policy change.

The course uses a mix of interactive and didactic sessions with contributions from experts in the field as well as participants. With varied approaches to knowledge sharing, the course provides participants with a fundamental understanding of concepts and best practices. Furthermore, this course offers a set of concrete tools which participants will be able to learn how to use in practical exercises using real life examples.



Mr. Jean Todt,  
FIA President

*"Unlike big corporations, the FIA is not a homogenous entity, but rather a federation of sport and mobility clubs with varied interests. We want to help our clubs be stronger in these times, indeed challenging times, by giving them access to the best strategic capacity building education. Initiated as a Mobility project, I do think there is a real potential to extend the FIA University into the work of our Motorsport Clubs."*

# Who Should Attend

The FIA University Strategic Lobbying course wishes to attract engaged participants who would like to play an active role in the agenda-setting of their government, whether on a local, national or international level. The course is suited for project managers, communication and public affairs executives. Especially, for Club staff and employees active in the field of road safety working to be road safety ambassadors, seeking to set up an effective lobbying strategy and improving their influence through their planning, communication, and networking skills.



Ms. Susan Pikrallidas,  
Secretary General FIA Mobility

*"This FIA University course is a great way of building on the knowledge, experience and diversity of the FIA family."*



## Key Takeaways

The FIA University Strategic Lobbying course explores opportunities and challenges underpinning the need for effective lobbying and advancement strategies. It provides participants with applied leadership, communication and advocacy skills essential to achieving a positive impact in contemporary settings of governance.

**By the end of the of the Strategic Lobbying course, participants will:**

- Understand **the role and rationale for strategic lobbying**: how it works and what it can achieve.
- Map-out the power structures that determine organizations' prospects and identify how and when to engage in the **policy process**.
- Develop, master and execute a **lobbying strategy that integrates public affairs activity** in support of the FIA Member Clubs' business strategy.
- Build a lobbying communication strategy designed to shape a Member Automobile Club's policy.
- Receive **insights and knowledge from experts** about the most important players and the relationships between them.
- **Acquire practical skills** to manage traditional and new media.

# Program Content

The program focuses on three key elements:

- **Understanding in depth the function and the dynamics of effective strategic lobbying** within national and international environments. Participants will cover the full spectrum of lobbying strategies, components and skills. Within each session best practices and key concepts will be discussed followed by a range of stimulating learning activities to answer the following questions: What is strategic lobbying? How does it differ from campaigning? How do I structure my lobbying strategy?
- **Sharing best practices and discussing with experts.** Participants will benefit from the expertise and availability of a highly qualified teaching staff and external experts. They will elaborate lobbying and networking strategies based on the analysis of varied contexts, and learn how to identify stakeholders and successful communication lobbying strategies.
- **Delivering results.** Participants will acquire the skills to predict lobbying issues, sustainably forecast their next steps with the support of a management program, engage their stakeholders and evaluate their outcomes.



# Program Structure

The 1.5 day course ends on Tuesday morning, before lunch. Conference Week starts Tuesday at 14.00.

- Session with an Interactive Lecture Format
- Session based on Knowledge Sharing
- Session based on a Simulation-Based Exercise
- Social Activities

| Day           | Sunday, September 8                      | Monday, September 9  | Tuesday, September 10                            |
|---------------|--|--|--|
| 9.00 - 10.45  |  | Strategic Lobbying – Getting the Basics Right                      | Trying it out – Working with Local Governments   |
| 10.45 - 11.15 |  | Break  |  |
| 11.15 - 13.15 |  | Planning your Strategic Lobbying – Theories and Planning Practices | Evaluation – How do you know you are successful? |
| 13.15 - 14.15 |  | Lunch  |  |
| 14.15 - 16.00 |  | Making it Work – Developing and Delivering your Message            |  |
| 16.00 - 16.30 |  | Break  |  |
| 16.30 - 18.15 | Arrival and Registration                 | Making it work– Communication Strategies                           |  |
| 19.00 - 20.30 | Welcome Dinner<br>Team Building Activity | Group Dinner   |  |

## Faculty **FIA University**

### Program Co-Directors



Ms. Emma MacLennan  
Trustee & Director  
EASST



Prof. Luis Vives  
ESADE Business School  
Spain

### Program Professors



Mr. Raoul Powlowski  
Road Safety Grants Manager  
Global Road Safety Partnership



Ms. Sylviane Ratte  
CEO  
Control 4 Health

### Guest Speakers

Lord Alfred Dubs of Battersea, Former Member of Parliament. Chairman, EASST.

Mr. Johann Grill, Director of Consumer Protection & Public Policy, ADAC.

Mr. Andy McSmith, Senior Journalist, The Independent.

Mr. Miquel Nadal, Director, RACC Foundation.

Mr. Poghos Shahinyan, Executive Director National Road Safety Council Armenia.

Mr. David Ward, Director General FIA Foundation.

# Strategic Lobbying

**September 8-10, 2013**

## Location and Hotel Information

The Hilton Den Haag  
Zeesstraat 35  
The Hague, 2518 AA  
The Netherlands  
Tel: +31-70-710-7000

## Fee

\*600 Euros

Includes tuition fees, teaching materials and catering. Accommodation is not included. Participants are advised to stay at the same Conference Week hotels.

\*Partially funded by the Capacity Building Program courtesy of the FIA Foundation Grant to maximize participation.

## Registration Process

Candidates are to send a completed Admission Form. The application fee will be accepted up to two weeks before the program starting date. To ensure a space, candidates are advised to begin their admission process as early as possible.

Apply online:

[www.fia.com/fia-university](http://www.fia.com/fia-university)

Registration Contact: [megan.shapleigh@esade.edu](mailto:megan.shapleigh@esade.edu)

## Cancellations

Sometimes, due to unforeseen circumstances, a registration has to be cancelled. To be entitled to full reimbursement of the total amount paid, cancellations must be notified in writing 30 days before the start of the program. Given the demand for this program and the work entailed in its preparation, if the cancellation is reported less than 30 days before the program starts, only 50% of the total amount paid can be returned. There is no right to reimbursement if cancellation takes place after the program has started.

**ESADE**  
Business School

**EXECUTIVE  
EDUCATION**

ESADE is an international business school, with more than 50 years of history.

Throughout our history, ESADE has forged deep-rooted ties with the business community by being close to their needs and by always trying to develop innovative approaches to add value in Executive Education.

At ESADE, we believe in the transformative power of education and we develop learning programs and learning experiences that impact both the participating companies as well as individuals. This is likely the reason why ESADE is today recognized as a Top-5 provider of Executive Education worldwide.

 **FIA University**

The FIA University mission is to leverage the value of being a member of the FIA family by means of sharing, spreading and creating new knowledge and leadership in the fields of Mobility and Motor Sport, so that in the future the FIA and member clubs can remain the relevant reference in their field.

The FIA University is a capacity building initiative that will run programs to strengthen member organizations on a national, regional and global level. The content to be developed in the FIA University will be organized around three main pillars: Strategy & Leadership, Lobbying & Public Policy as well as Functional Expertise.

## FOR FURTHER INFORMATION

For further information, candidates may consult on any matter concerning the Strategic Lobbying course by contacting:



**Ms. Ortrud Birk**

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**Mr. Agustí Milà**

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[amila@fia.com](mailto:amila@fia.com)