



The art of lobbying

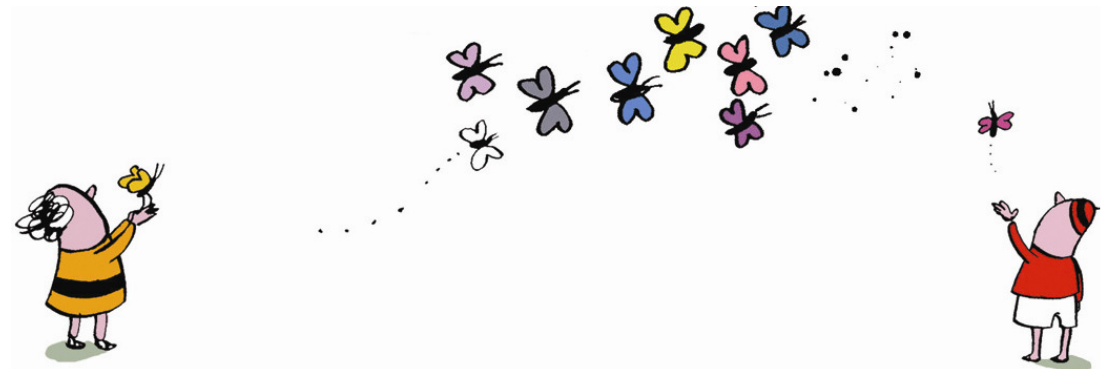


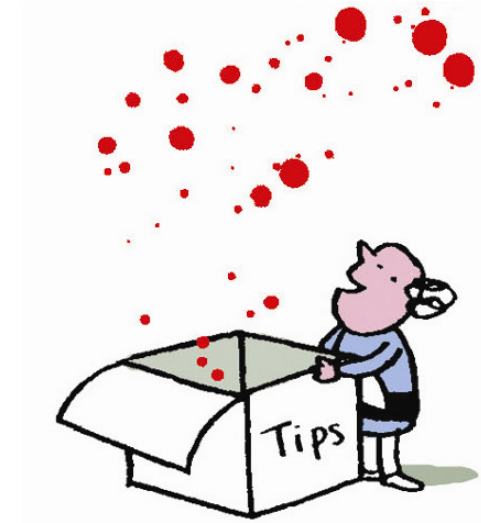


Who are Westander PR?

Westander helps companies and organizations to get publicity and influence political decisions. We want to contribute to a more active public.

1. Methods - Five lobbying tips
2. Trends in lobbying





Five lobbying tips

- Deliver solutions to the politicians, don't be a demand monster
- Write a report
- Analyze actors and their positions
- Create alliances
- Focus on the public interest



Trends in lobbying

- Quick decisions create urgent opinions
- Young MP:s skeptical to lobbyists
- The European arena has been discovered
- Lobbying is no longer an ugly word
- The new grass root movement