

## **TOP 10 LOBBYING TIPS**

1. Identify key individuals/groups who may support you
2. Analyse of where the power and influence lie
3. Be strategic – objectives, outcomes, timing, targets, budget
4. Get the message(s) right - grab attention and keep it
5. Understand political processes and positioning
6. Identify opportunities to lobby and schedule related activities
7. Clear, accurate and short briefings
8. Follow-up every meeting
9. Evaluate your success (you may have an internal 'minimum')
10. Network, network, network!