

## Course XX

### Module 6 St.Gallen “Law, Lobbying and Public Affairs”: 11<sup>th</sup> – 16<sup>th</sup> April 2016

Chairpersons: Prof. Dr. Alberto Alemanno, Andrés Baneth

#### Background

*Public affairs is a key business enabler – through lobbying and advocacy – and is central to today’s successful corporate operations. It is, however, a function that is often misunderstood or undervalued. According to McKinsey, after customers, government policy is the 2<sup>nd</sup> most impactful factor that influences a business’ success.*

*Depending on how regulated a given industry is, or how much public trust there is in that sector, regulation can have a multi-billion dollar impact on a company’s bottom line. Moreover, public affairs can also generate opportunities and competitive advantages and thus contribute to additional profits and business success for example by securing funding or preferential tax treatment.*

*This dynamic and highly interactive 6-day module aims to provide a 360° overview, at both theoretical and practical levels, of a corporate perspective of effective advocacy across the EU, the US and beyond.*

*Public affairs, as a broader concept than lobbying or government affairs, includes the following:*

- *understanding of European, US and other government systems*
- *knowledge of procedures and processes by which legislation is adopted*
- *regulatory affairs and their impact on business*
- *key concepts of risk regulation in various markets*
- *core elements of strategic corporate communication*
- *issue management, reporting and CSR*
- *shaping and influencing the external operating environment of a company*
- *stakeholder mapping and monitoring for effective coalitions*
- *personal communication skills and competencies*
- *awareness of NGOs and media, including their role in shaping government policy*
- *how social media and public opinion influences companies, policy and trust*
- *compliance, transparency and ethics rules related to lobbying and advocacy*
- *corporate management and in-house organization of the public affairs function*
- *internal communication about the role of the public affairs team and CEO support*
- *measuring the value of lobbying and public affairs for internal reporting and ROI*

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**Monday, 11 April 2016 Foundations of Lobbying**

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09:00	Welcome	Alemanno
09:15		
09:15	Foundations of Law, Lobbying and Public Affairs	Alemanno
10:30	Theory, Practice and Regulation of Lobbying	
10:45	Why Lobbying matters?	Alemanno
12:00	The Business (as usual) Perspective	
13:30	Why Lobbying matters?	Sgueo
14:45	The Civil Society Perspective	
15:00	Lobbying Simulation Exercise #1	Alemanno
16:15		
16:30	The Lobbying Tool-kit and Introduction to the Lobbying	Alemanno
17:45	Simulation Game Exercise #4 (taking place on Friday)	

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**Tuesday, 12 April 2016 Lobbying in the EU**

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08:30	Lobbying Legislatures and Courts – the Perspective of a	Baudenbacher
09:45	European Judge: Lobbying the Legislature	
10:00	Lobbying Legislatures and Courts – the Perspective of a	Baudenbacher
11:15	European Judge: Attempts to influence Courts	
11:30	Introduction to Lobbying in the European Union:	Alemanno
12:45	EU Legislative and Regulatory Procedures	
14:15	Competition Enforcement, a Legal and Economic Field	Wäktare
15:30	–what room for Lobbying?	
15:45	Dos and Don'ts:	Pfister
17:00	What makes a Lobbying Campaign successful in the EU	
17:15	Q&A, Wrap up	Alemanno
17:30		

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**Wednesday, 13 April 2016 Lobbying in the US and beyond**

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08:30	Introduction to Lobbying in the US:	Tramontano
09:45	Challenges in a post-Abramoff Era	
10:00	How US Lobbying works:	Tramontano
11:15	US Legislative and Regulatory Procedures	
11:30	Dos and Don'ts:	Tramontano
12:45	What makes a Lobbying Campaign successful in the US	
14:15	Roundtable:	Alemanno
15:45	The Changing Transatlantic Lobbying Landscape:	Baneth
	What works in the EU and in the US	Tramontano
16:00	A brief US Lobbying Simulation Exercise #2	Tramontano
17:15	Debriefing & Conclusions	Candidates

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**Thursday, 14 April 2016 Lobbying Skills & Communication**

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08:30	Media, Social Media & Online Lobbying Campaigns	Worth
09:45		
10:00	Crisis Communication and Social Media: Lobbying	Worth
11:15	Simulation Exercise #3	
11:30	Debriefing & Conclusions, practical pieces of advice	Worth
12:45		Candidates
14:15	Lobbying Simulation Exercise #4 – Briefing   Methodology	Hardacre
15:30		
15:45	Lobbying Simulation Exercise #4 – Briefing   Methodology	Hardacre
16:30		
16:30	Working in groups on Lobbying Simulation Exercise #4	Candidates
19:00		

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**Friday, 15 April 2016 Lobbying Simulation Game (I)**

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08:30	Lobbying Simulation Exercise #4 – finishing the	Hardacre
09:45	Presentations	Candidates
10:00	Lobbying Simulation Exercise #4 – Presentations (graded)	Hardacre
13:15		Candidates
14:30	The Business Case of Public Affairs for	Baneth
15:45	Senior Management	
16:00	Political Communication for the Business Sector	Baneth
17:15		
	Social Event tba (dinner together)	

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**Saturday, 16 April 2016 Lobbying Simulation Game (II)**

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08:30	Business Negotiation Exercise in a Political Context	Baneth
09:45	Exercise #5 (graded)	
10:00	Business Negotiation Exercise in a Political Context	Baneth
11:45	Exercise #5 (graded)	
11:45	Farewell	Baneth
12:00		Team