

## DW16: Lobby for influence

OVERVIEW	PERFORMANCE CRITERIA
<p><b>This unit covers:</b></p> <ul style="list-style-type: none"> <li>• <b>Lobbying, campaigning and influencing</b></li> </ul>	<p>You must be able to:</p> <ol style="list-style-type: none"> <li>1. Engage in the direct or indirect lobbying of politicians and civil servants towards achieving agreed objectives</li> <li>2. Monitor and evaluate the effectiveness of lobbying and public affairs activity, adjusting plans and actions accordingly to achieve the stated objectives</li> <li>3. Build and maintain effective professional relationships with key political stakeholders</li> <li>4. Operate within relevant legal regulatory frameworks and codes of practice</li> </ol>

### KNOWLEDGE AND UNDERSTANDING

You need to know and understand the following:

- a) The structure of government and the civil service, and the principal differences between these
- b) Relevant procedures and protocols
- c) The workings of parliament and government, and the lobbyist's role in exercising influence
- d) The mechanics of the legislative process, and associated procedures
- e) Public affairs techniques and how to use these towards influencing government
  
- f) Legal, regulatory and ethical requirements affecting the lobbying for influence and within which public affairs practitioners operate, relevant to the organisation's sector
- g) The sectors and circumstances in which public affairs practitioners operate, relevant to the organisation's industry
  
- h) The sector in which the organisation operates
- i) Key external and internal developments affecting the organisation, the nature of their impact, and the implications for public affairs campaigns and lobbying for influence
- j) The organisation's key stakeholders, and their interests and requirements relating to the organisation