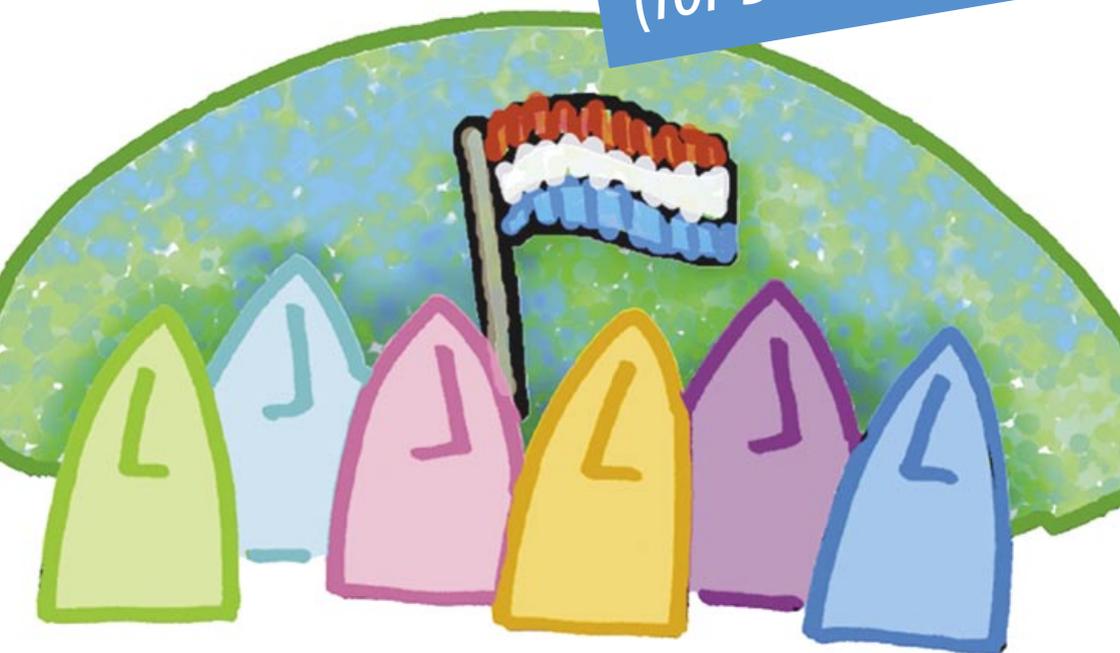


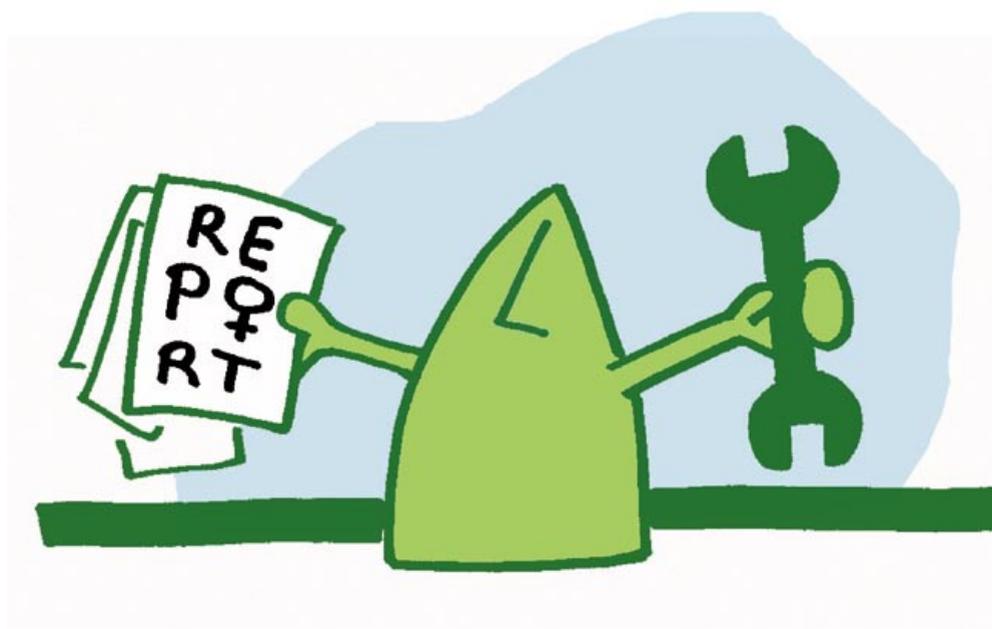
# ▶ How to lobby at International Conferences

(for Dummies)



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***Dear Reader,***

“How to Lobby at International Conferences (for Dummies)” is a hands-on manual for those new to the arena of international conferences and decision-making. It is intended to help (wannabe) lobbyists define and accomplish their objectives.

International lobbying is one of the main tasks of the Nederlandse Vrouwen Raad (NVR) and the Women for Water Partnership (WfWP). We select and assist new representatives for various international conferences every year.

This booklet is the brain-child of a novice lobbyist who attended her first international conference in 2009. She felt that a guide like this would have been a real asset, and set out to create this ‘how-to’ manual. It reminds you how to prepare, what to do at the conference, and last but not least, how to follow-up.

We hope this booklet will guide you well and that -with it- you will achieve amazing successes.

***Dieny Scheffer, President NVR***

***Alice Bouman-Dentener, President WfWP***



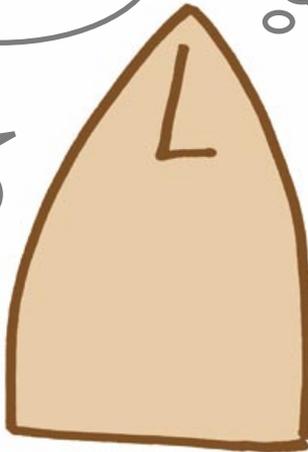
# Preparation:

## *What is my goal?*

***So, you're the new representative.....***

***Whoops.... How to prepare myself?***

***Yes I am!!***



### **Preparation checklist:**

- o What is my goal?
- o What is my issue?
- o Elevator Pitch
- o What do others say?
- o Who are my opponents and allies?
- o Role play

Determine your mission!

What do you want to achieve?  
Who is your target audience?  
What is your responsibility?  
What is your message?

### **Ask yourself:**

***“What will it take to go home  
happy and fulfilled?”***

# Preparation:

## *What is my issue?*

Have a clear statement ready and prepare clear and concise material to support the statement.

*What are the arguments  
and the counter arguments?*

### **Weak arguments:**

*Arguments which* are contradictory or won't stand up to the anticipated counter-arguments.

### **Strong arguments:**

*Arguments which* show the effects of policy on real people.  
*Arguments which* are aligned with over-arching goals and strategies (of an organization or movement).

## *The elevator pitch*

The elevator-pitch takes as long to deliver as it takes to go to the next floor in an elevator: *about 29 seconds*.

**Ding** This is my name, This is my issue, This is my position,  
And these are my arguments, This is why it is important for you.

What do you think?!? **Ding**

**The message is short, clear and convincing.**

It should whet their appetite!!!

# Preparation:

## *What do others say?*

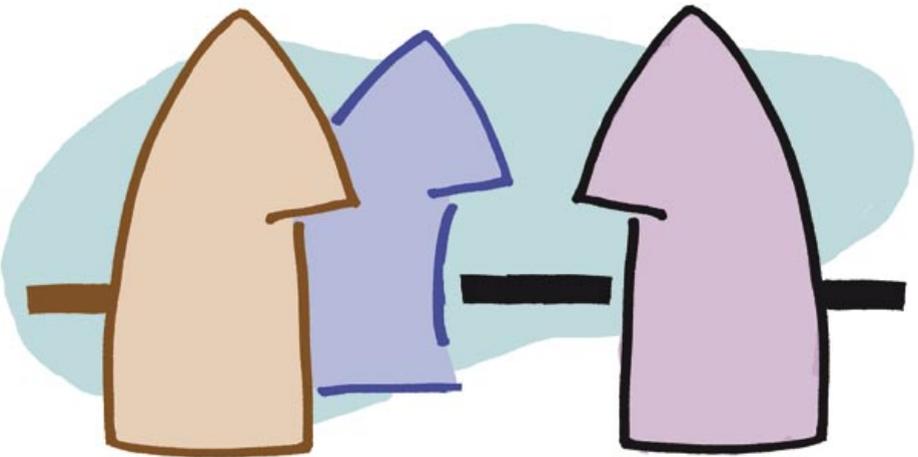
What are the crucial topics being addressed? For whom and why?

**What are the cross-cutting issues and inter-linkages?**

**What is the 'agreed language'  
What is the 'agreed language' or specific language (jargon) on the issue?**

Make sure you speak the same language!

***Know the history. Research what has been written before about the issue.***



# Preparation:

## ***Who are opponents and who are partners?***

Know who is coming. Liaise with your allies beforehand.  
Do you want to be my friend? We can help each other.

Be informed about and get introduced  
to your opponents.

**Hello there!** We are working on the same issue  
from different perspectives.

**who is who and who forms a coalition?**

## ***Role play***

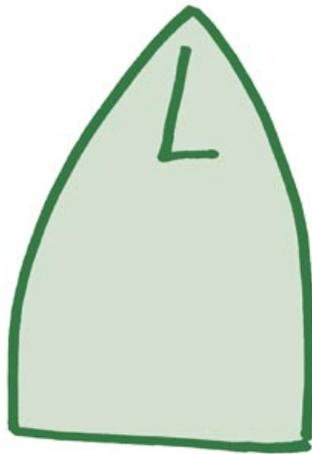
***Try on your opponent's hat.***

*Hmmm... it's a bit big  
and out-of-fashion...*

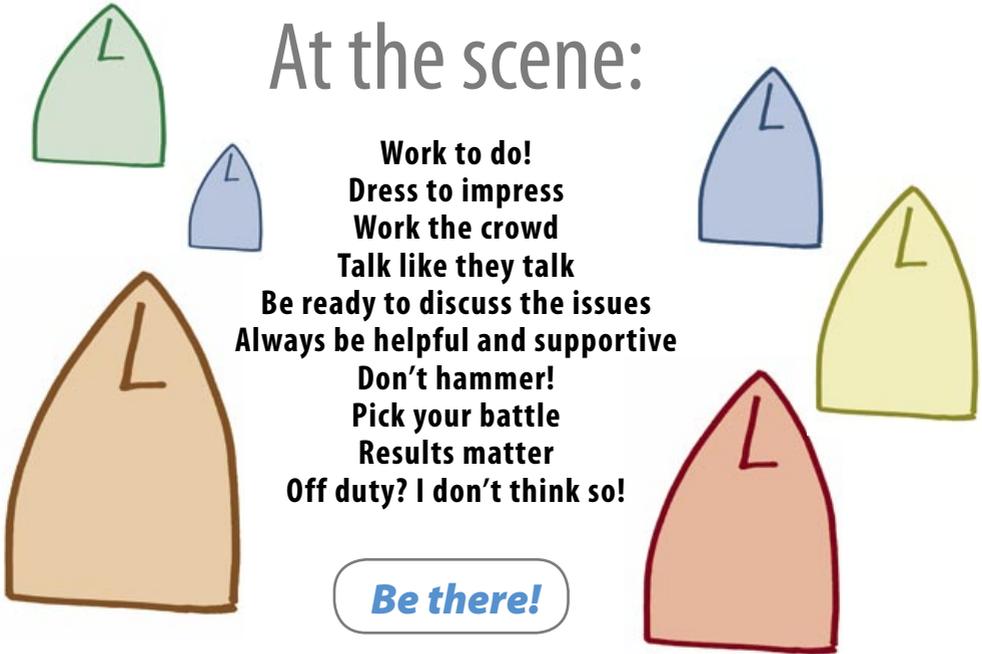
**You have a role,  
So don't be naive.....**

Your opponent also has a role to play!

Understand the others' concerns and  
try to find a win-win solution!!



# At the scene:



**Work to do!**  
**Dress to impress**  
**Work the crowd**  
**Talk like they talk**  
**Be ready to discuss the issues**  
**Always be helpful and supportive**  
**Don't hammer!**  
**Pick your battle**  
**Results matter**  
**Off duty? I don't think so!**

***Be there!***

Be present.

**Be there early and late .....**

Visit side events and small-group meetings,  
interact with your lobby-partners in the field.  
**Keep your eyes open for movements on the playing field.**

***Dress to impress***

Do you think they will listen seriously  
if you're dressed like a teeny-bopper?  
Or like your granny?

People do business with people they know and want to know,  
***With people they like and trust.***  
Look the part!

**Make sure they want to be seen with you.**

# At the scene:

## *Work the crowd*

Introduce yourself. Make it clear who you are and who you represent.

Ask open and feel-good questions.

Let them talk, you listen.

Do not do 'business' at first contact.

**Be nice!**

Remember the people you've met,  
they might remember you!!!!

Remember personal things and their focus on the issue.

Write it on the back of their card after your first contact. If you meet again, introduce yourself in such a way they can remember (assume they will not).

## *Talk like they talk*

Know the 'jargon' (what do all these words mean for the specialists).

**Some words are inappropriate or refer to issues you don't want to be associated with – learn the taboos.**

*And again: use agreed language.*

Agreed language is language that has been agreed upon by most parties on previous occasions on the same topic. A good way to become familiar with the jargon and language is to read summaries of earlier conferences.

# At the scene:

## *Be ready to discuss the issues*

Repeat your basic message.

**Make clear who supports your statement.** Send documents later.

Describe the effects of your proposition on people's daily lives.  
Does it also work in the Sahara?

**Don't just talk about the problems, present the alternatives.**  
Give practical examples of where it has worked.

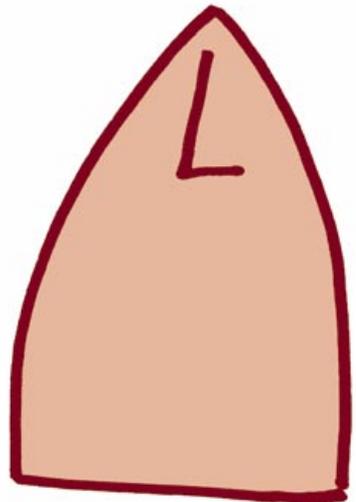
## *Be helpful and supportive*

### **Ask how you can help!**

Acknowledge statements you support and reinforce them.

Don't fight for your ideas or fight theirs,  
but give people the opportunity to slowly  
adopt your ideas.

Be positive and pro-active.



# At the scene:

## *Don't hammer*

Don't become a pain in the ass.

***Don't push it.***

Don't hammer them with your position. Just tell them.

Don't hammer. Don't hammer. Don't hammer. **Don't hammer.**

**Don't hammer. Don't hammer.**

**Repeat your basic message, but don't hammer.**

Be pleasant! (*Don't hammer*)

## *Pick your battles*

**Choose the target with skill.**

**Timing is everything!**

Be aware of the opposition's agenda and make your move at the right time.

You don't have to fight a battle on every outing.

Lobbying is about influencing people over the long term.

**Don't forget to consider the bright-side of your opponent.**

Oh wow, he turned out to be Superman....

**Opportunism rules!**

Focus your energy on subjects with a chance of success.

# At the scene:

***Be where the action is***

## What's Going On?

**You'll get the best information at the coffee corner:**

- Where are the important people dining? (Be there)
- Where are people going for drinks afterwards? (Be there)

## Work the Crowd

The talk in the corridors will tell you what is *really* happening.

***Off duty? I don't think so!***

## Behave at the bar!

Find a nice balance between being personable and businesslike.

***Let go... this is the time to connect, not to battle!***

Talk to the important people, they might share some valuable information.

***But never forget the assistant, he or she knows more!***

And remember: first in, last out.



# Back home:

And you think the work is done..... You're joking!!!

**Keep contacts warm  
Grassroots involvement  
Tell your story  
Ensure follow-up**

***Keep contacts warm***

Most people don't like cold water in the bathtub....

**So make sure you keep the water warm.**

Keep in contact with people you liked and  
people you need to reach your goal.

Send an e-mail or other communication a few days after you meet  
someone you want to be remembered by.

***Grassroots involvement***

**Without support from your grassroots  
organizations you can not go any further.**

**Involve them, once you are home.**

Tell about your successes. Give your supporters the feeling  
they have been there with you. Be detailed and juicy.

**Get them on board for what comes next!**

Make sure your own organization is well- informed  
and ready to get involved in the next steps.

# Back home:

## *Tell your story*

Spread the word!

**Everyone has a story.  
Everyone wants to be heard.**

*What makes your story newsworthy?*

### **News-worthy criteria:**

distance	conflict
currency	first
deviating	effects
importance	scale

## *Ensure follow-up*

### **Share your vision:**

**what will you try to achieve next time?**

Are you ready to share your experience, your contacts,  
and your achievements with your associates? With your successor?

Real success lies in cooperation!  
And in having fun while working!

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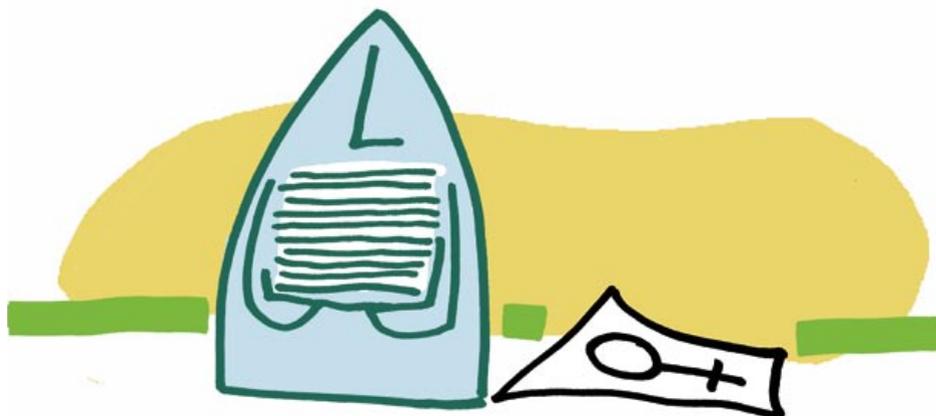
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