



INTERNATIONAL GOVERNMENT RELATIONS

Neil Simon
Resolute Public Affairs

Neil.Simon@resolutepublicaffairs.com
+1-971-312-7050

Quorum
Wonk Week 2023

INTRODUCTION.

About Neil Simon

A strategic communications pro with government experience in Washington, Copenhagen, and Brussels with national parliaments and multi-lateral government organizations, including the EU and the OSCE.

An award-winning journalist and documentary producer.



INTRODUCTION.

About Resolute Public Affairs

We are a public affairs and strategic advisory firm serving national and international businesses, nonprofit organizations and governmental clients.



DEFINING YOUR AUDIENCE.

RESOLUTE.
PUBLIC AFFAIRS



DEFINING YOUR MESSAGE.

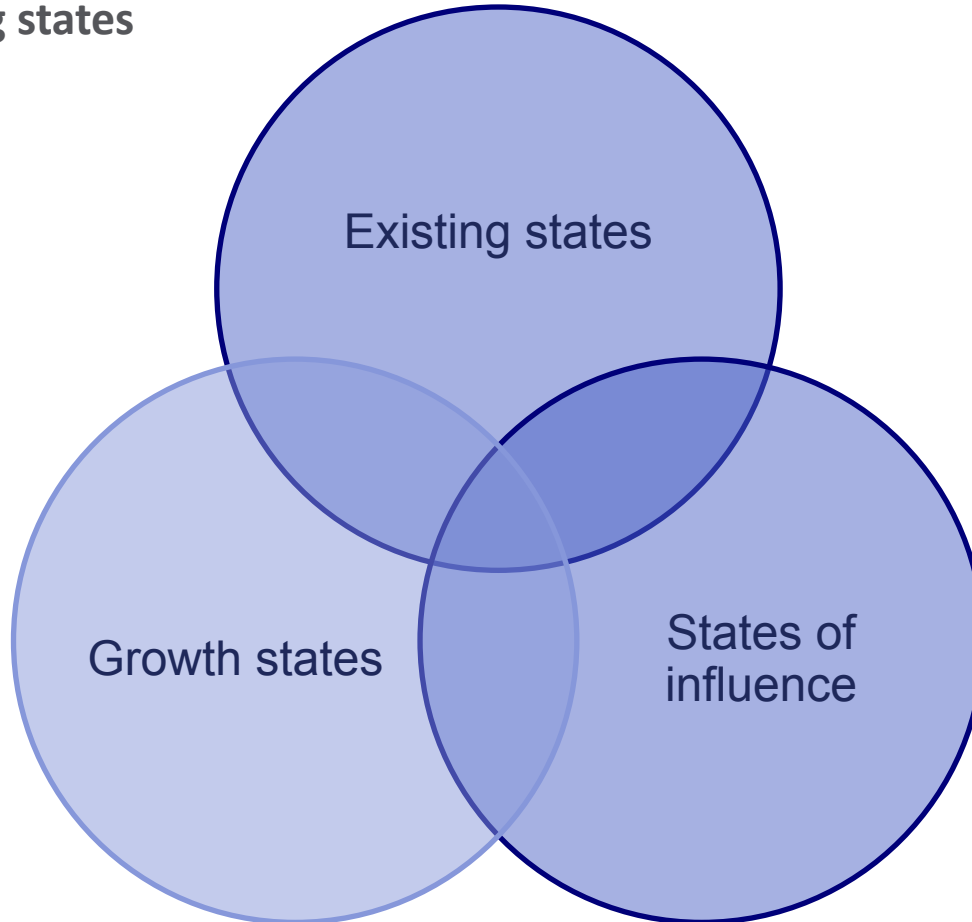
Singular focus. Multiple contexts.

Goal:

Preserve market access for your technology or product and minimize regulatory risk to global operations.

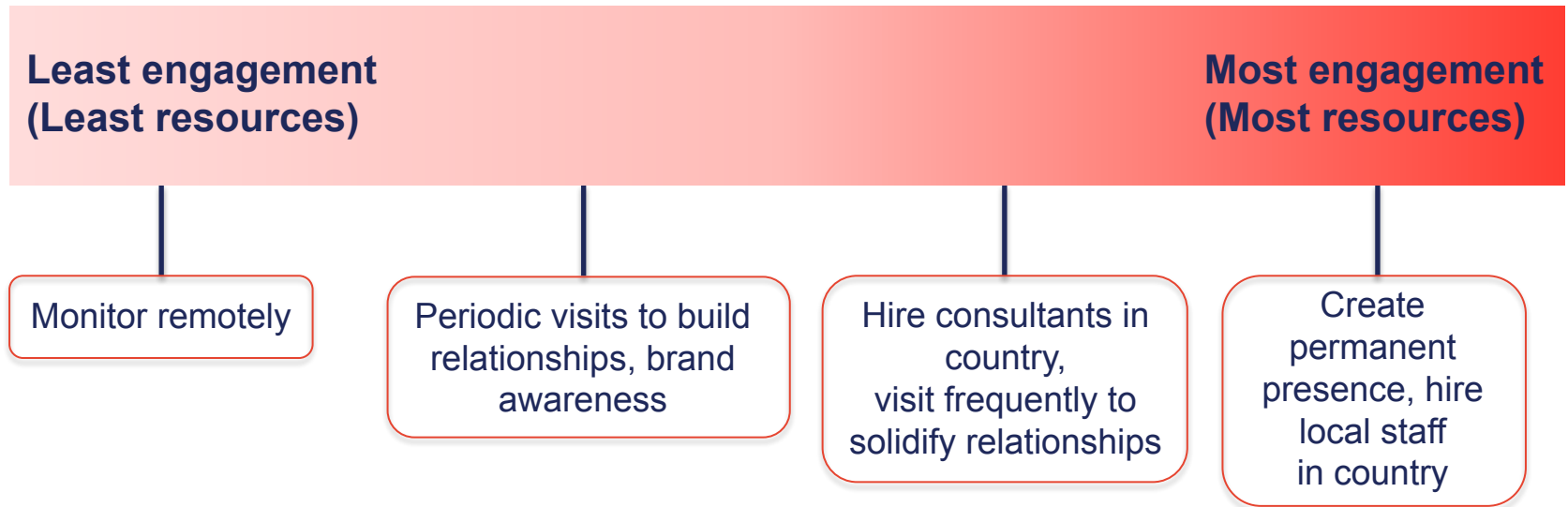


Prioritizing states



PRIORITIZING GLOBAL AUDIENCES.

You've identified your priority audiences,
now how do you prioritize your resources?



UNDERSTANDING DIVERSE AUDIENCES.

Cultural differences

- Different political contexts
- Diverse audiences
- Unique stakeholders and influencers



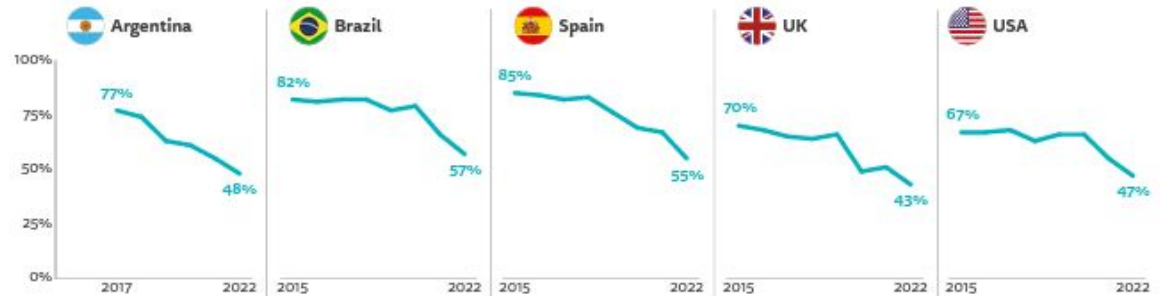
Maui fire, Reuters

Cultural differences

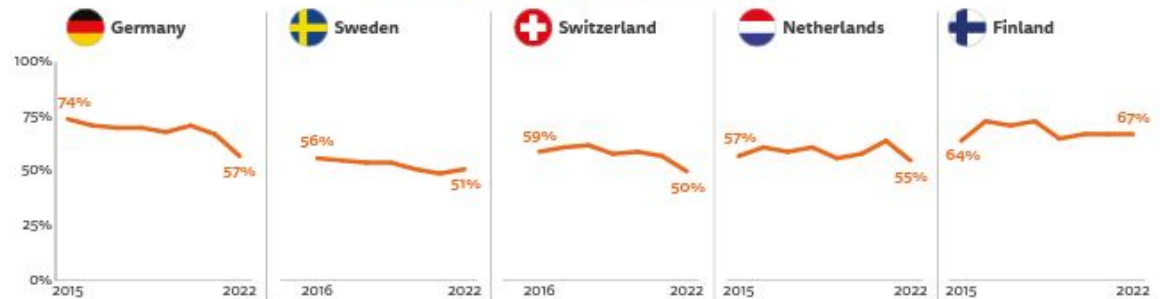
- Trust in media

PROPORTION WHO ARE VERY OR EXTREMELY INTERESTED IN NEWS (2015-22)

Selected countries with largest falls



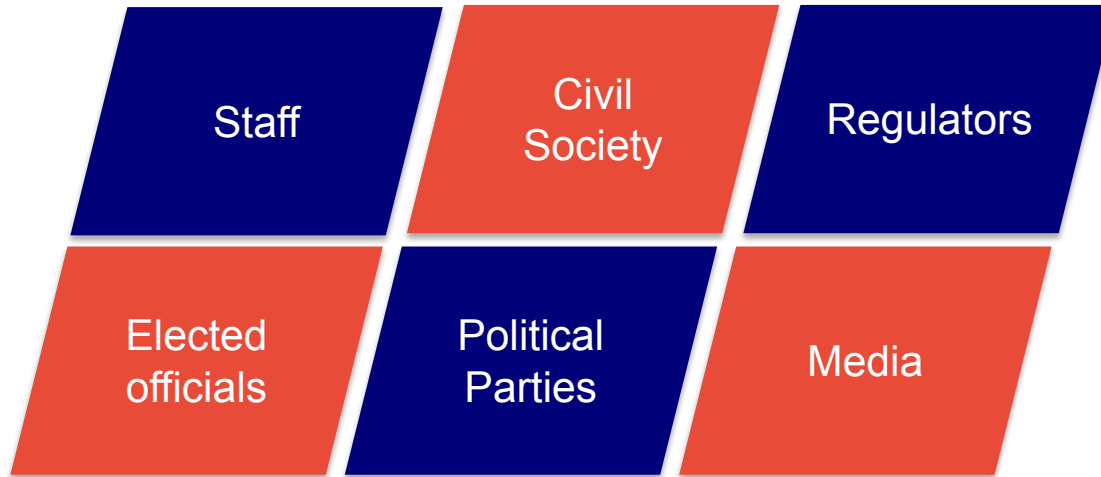
Selected countries with more stable levels



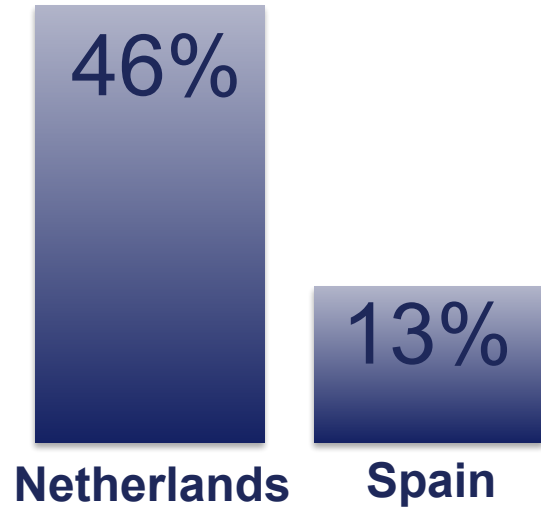
Q1c. How interested, if at all, would you say you are in news? Base: Total 2015-22 samples (n=2000).

DEFINING GOVERNMENT RELATIONS.

Cultural differences

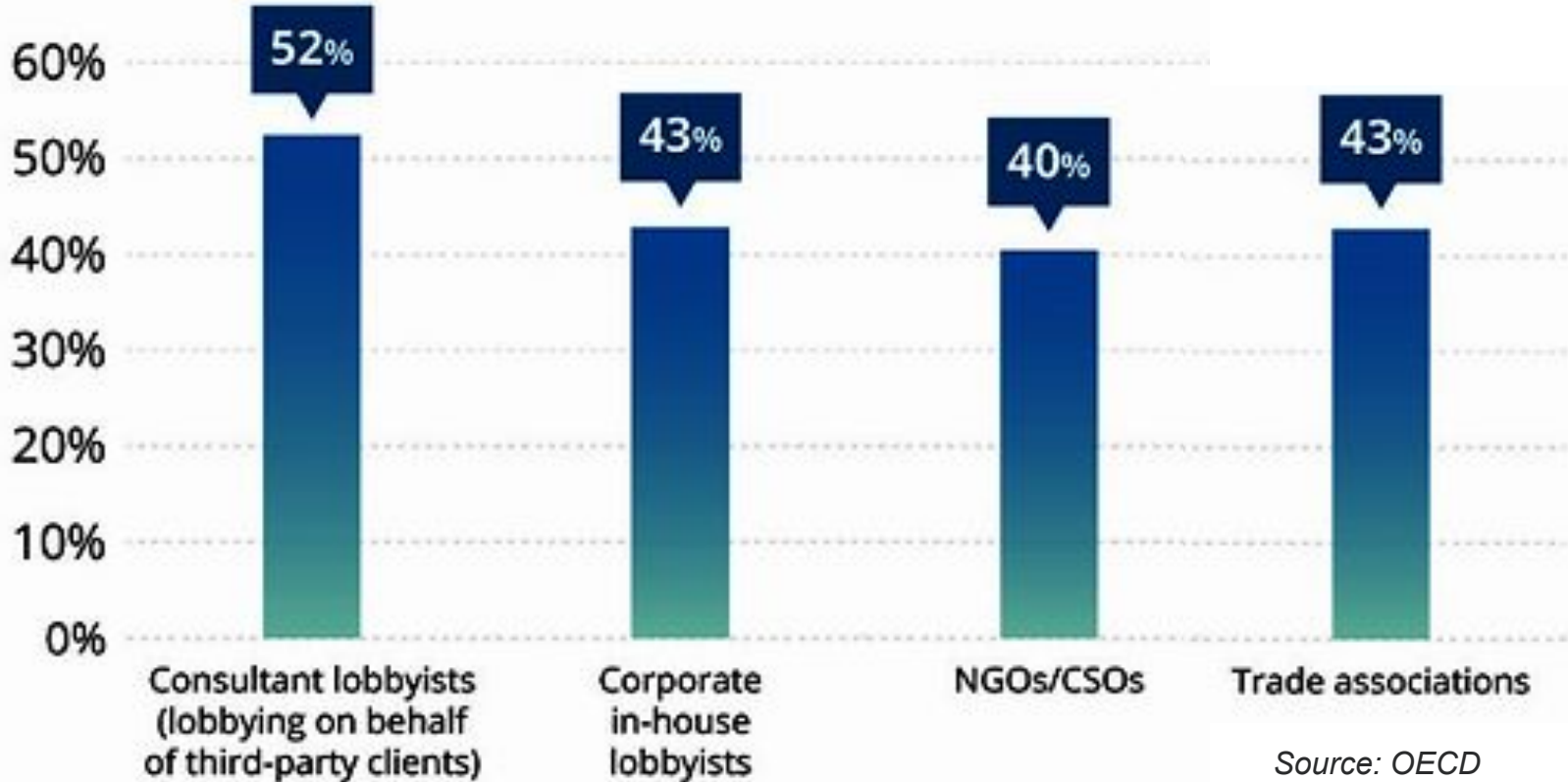


Is media free from political influence?



FEDERAL LOBBYING TRANSPARENCY.

Percentage of countries requiring lobbying transparency by category

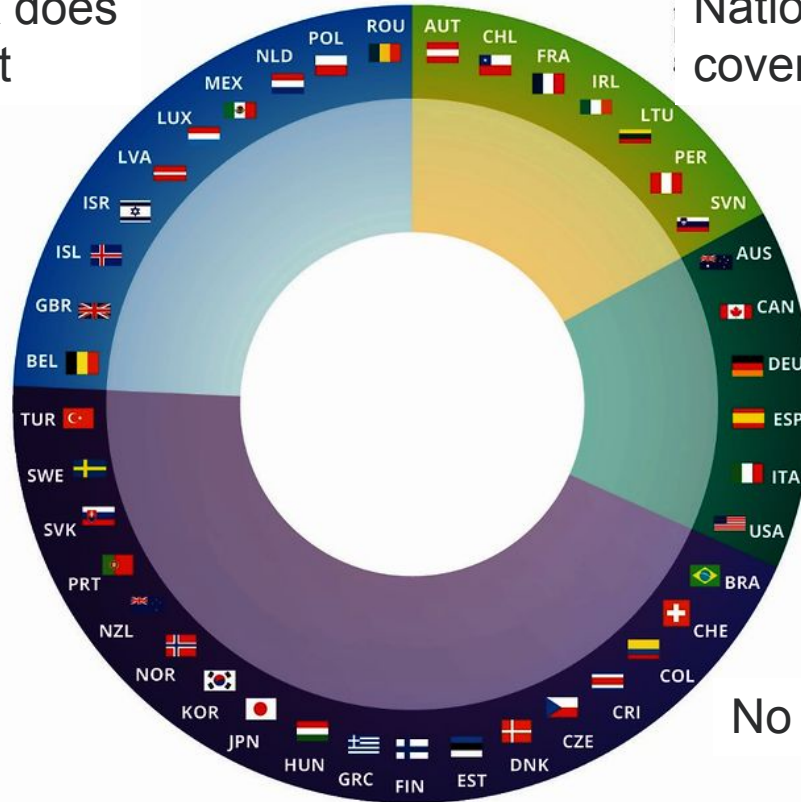


TRANSPARENCY IN LOBBYING.

FEW LOBBYING REGULATIONS AT SUB-NATIONAL LEVEL

National framework does not cover local gov't

National framework covers local gov't



Unique state level requirements

No state/local regulation

DEFINING GOVERNMENT RELATIONS.

Prioritizing target audiences

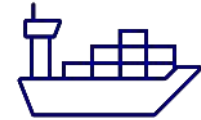
- EU or Member States?
- National or Local?



Privacy



Food



Trade



DEFINING GOVERNMENT RELATIONS.

Prioritizing target audiences

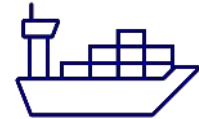
- EU or Member States?
- National or Local?



Privacy



Food



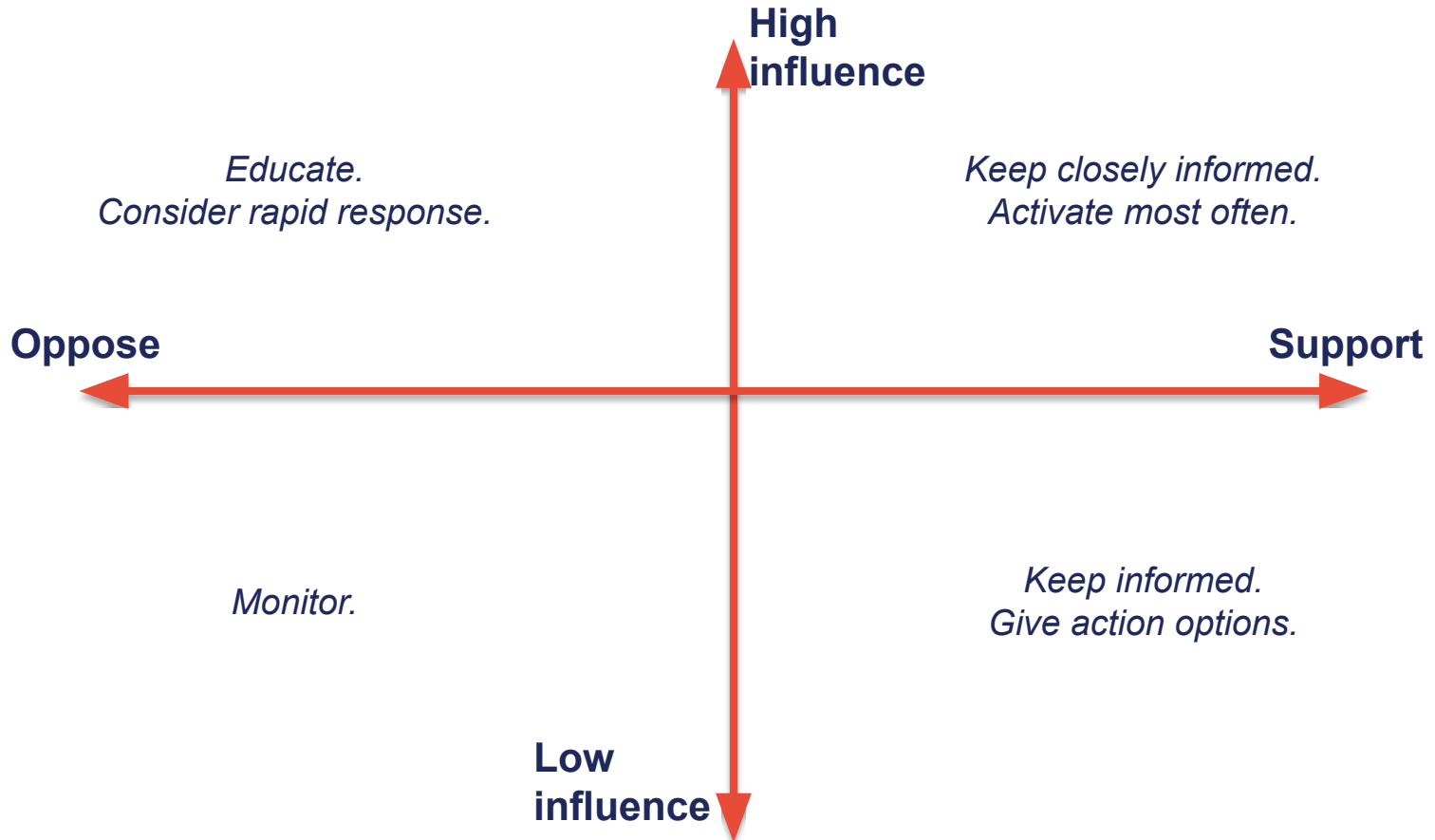
Trade



FROM POLITICO PRO

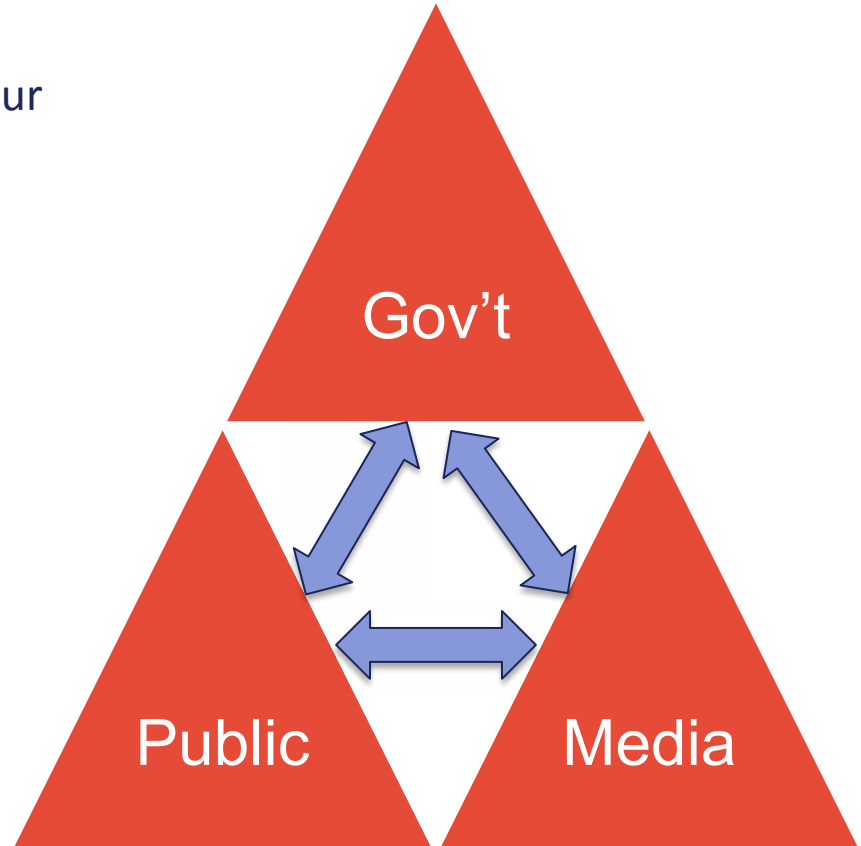
With Apple's iPhone 15, the EU wins the charger war

STAKEHOLDER MAPPING.

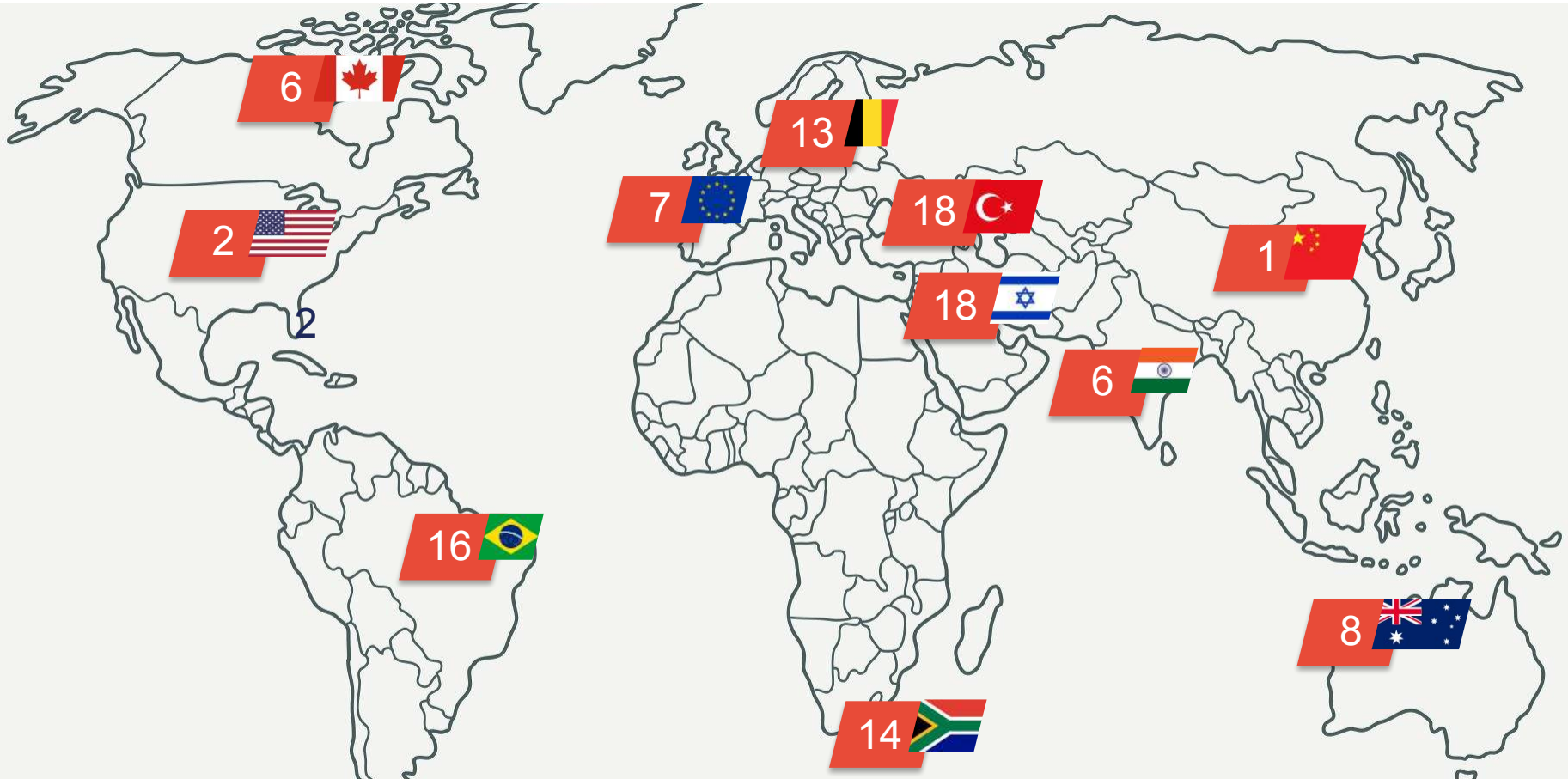


Triangulation

- Parallel tracks mutually support your government affairs strategy



KEY AUDIENCES: POLITICAL PARTIES

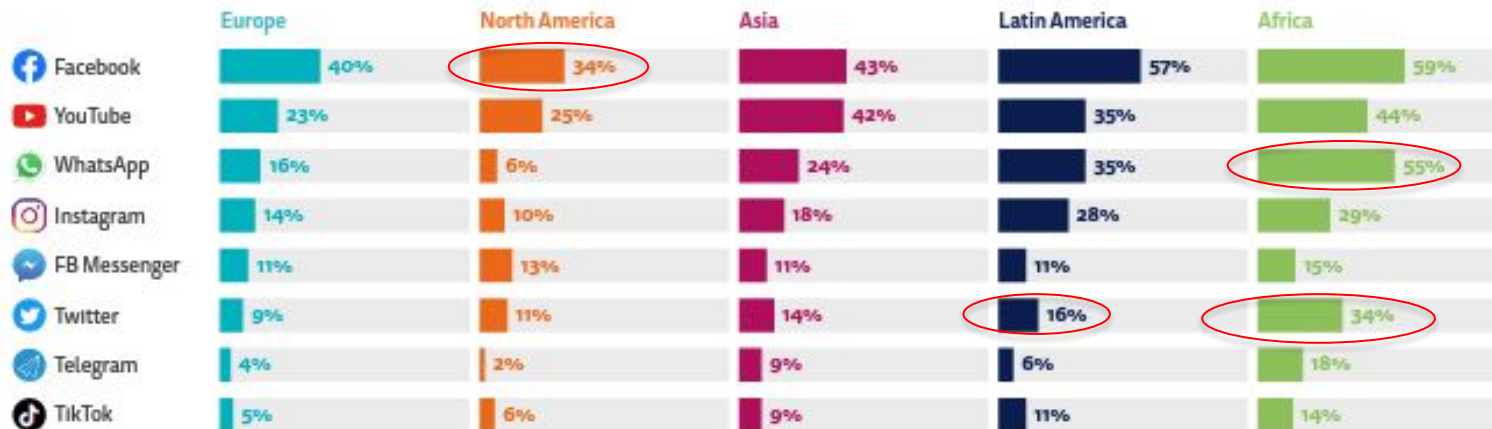


OVERLOOKED AUDIENCES.

Overlooked audiences

- Social media
 - Directing followers to news outlets, sharing with commentary
- Influencers
 - Nontraditional news sources

PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK – SELECTED REGIONS



Q12B. Which, if any, of the following have you used for news in the last week? Base: Total sample in each region. Europe = 48,836, North America = 4048, Asia = 20,349, Latin America = 12,104, Africa = 6057. Note: Africa average is Kenya, South Africa, and Nigeria only (English speakers in South Africa and Nigeria).

CASE STUDY: THE GLOBAL MAGNITSKY ACT.

Background



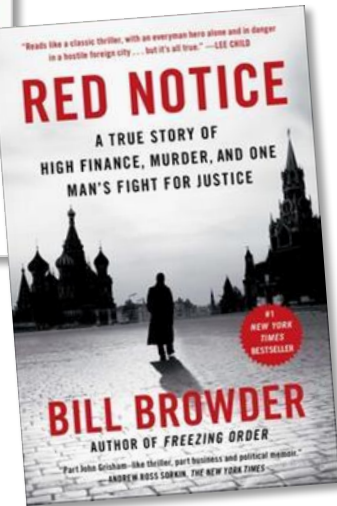
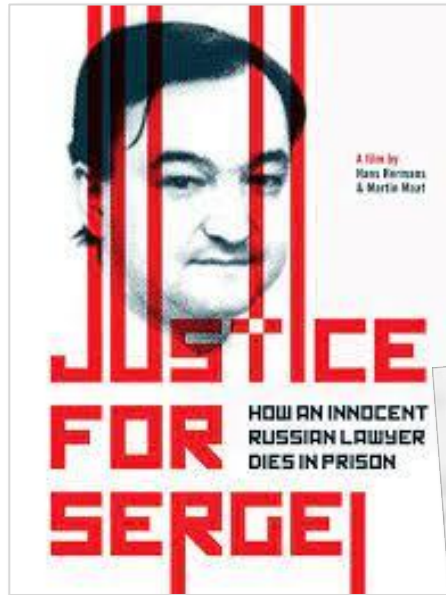
Bill Browder



Sergei Magnitsky
Russian whistleblower

- Bill Browder, Hermitage Capital Management
- 2005: Deported from Russia after exposing corruption
- 2007: Office raided by Russian officials
- 2008: Magnitsky arrested for the very crime he exposed
- November 16, 2009: Magnitsky dies in a Russian prison

Magnitsky Act



- Aggressive strategy
 - Hearings/storytelling
 - Building blocks of legislation
 - Media: film/books
- USA: Bipartisan passage in 2012
 - 450 individuals and entities under sanctions
- International:
 - Lobbying MPs where they are
 - Model legislation, resolutions
 - Similar mechanisms adopted in 10 countries and the EU



INTERNATIONAL GOVERNMENT RELATIONS

Neil Simon
Resolute Public Affairs

Neil.Simon@resolutepublicaffairs.com
+1-971-312-7050

Quorum
Wonk Week 2023