

Lobbying meetings

Before the meeting



1. Find out about your target: what is their role, what powers do they have (decision making, budget holding power etc), what do you find out about their opinion (have they made any speeches/ written articles or documents on the issue)?
2. Agree who is going to the meeting from your organisation/ network (if it's a formal meeting, it's best not to go alone). Agree who will say what, and when.
3. Be clear about your position. Rehearse your arguments.
4. Decide what you want from this meeting. It is unlikely you will achieve all your goals in one meeting - so you need to establish on-going dialogue through: a second meeting, a promise to review the issue or an agreement to attend a workshop on the issue.
5. If it is to be an informal meeting, find out their schedule so you can meet them 'by chance'
6. If you want a formal meeting, you need them to agree to meet you. Once you have agreement, ensure it is clear who will attend, how long it will last and what is on the agenda.

At the meeting



1. The meeting is about dialogue - so don't dominate the conversation, remember to listen to their point of view too (this will also help you to learn valuable information about their position).
2. Arrive on time and establish a rapport. Ensure everyone is introduced clearly and that it is clear which organisation they represent.
3. Briefly present your case - not too long, your 'target' may know your position already
4. Listen to their response (including non verbal signals). Ask for more details if you don't understand their arguments.
5. Try to answer their objections, but focus on your priorities. Pick up on any openings or compromises they offer. Above all - KEEP CALM.
6. If you can, take notes of everything that is said.
7. Ensure something is agreed before the meeting ends: even if it is just another meeting.
8. At the end of the meeting: sum up what has been agreed, what the next steps are & thank them for their time.

After the meeting



1. Hold a debriefing meeting with the members of your delegation (before going back to your offices, if you can) to review what was said and discuss your next steps
2. Write up your notes and circulate them to your colleagues/ network members etc within a week of the meeting
3. Write to the people you met, thanking them for the meeting and confirming what was agreed - so the agreement is on paper (making it harder for them to back out).
4. If you agreed to do something at the meeting, do it promptly & do it well. This will encourage them to do the same.