Lobbying

How to succeed?
What do you want to obtain
Analyse the situation

- Who are the decision-makers?
- Who are against?
- Allies or potential allies?
What do we have to change?

• To increase the chance of obtaining your goal
What’s your story?

• Should be about the author and the reader
Timing

• Resources and guts to work this through?
Internal consensus

• Rally all players in the industry, authors most important
Facts, facts, facts
• Don’t leave it to journalists to present your facts
Participate in the public debate

• Address the opponents everytime (almost), everywhere, at once
Active and targeted lobbying

• Build trust
Monitor the development

Be flexible
Succeeded?

• It ain’t over...