

Course : Lobbying and public relations, mastering influence strategies

Practical course - 2d - 14h00 - Ref. LOB

Price : 1720 CHF E.T.

NEW

Lobbying is an essential element in the strategy of a sustainable company, whether it be assertive or more subtle. This training course provides clear, practical and strategic support for those on the front line. It will enable you to present your company to the public sector in the broadest sense, whether for commercial, normative or reputational purposes. During the course, you will learn the fundamentals of lobbying, the different levels of action and the rules governing the profession, giving you the keys to creating your own strategy.

Teaching objectives

At the end of the training, the participant will be able to:

- Learn the fundamentals of lobbying and public relations
- Identify influencers, channels and strategies
- Master ethical, legal and reputational issues
- Designing and managing a lobbying and public relations strategy

Intended audience

Managers of SMEs, ETIs or large groups, directors, business line managers wishing to initiate or manage a lobbying project within their scope.

Prerequisites

No

Practical details

Hands-on work

Theoretical input, practical work, exchanges, case studies...

Course schedule

PARTICIPANTS

Managers of SMEs, ETIs or large groups, directors, business line managers wishing to initiate or manage a lobbying project within their scope.

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Learn the fundamentals of lobbying and public relations

- What is lobbying in the past and today?
- The differences with public relations
- What control bodies and regulations apply to lobbying?

Storyboarding workshops

Exchange of views on lobbying by participants and in their companies. Collective reflection on the need to master the basics of lobbying and public relations for a successful company.

2 Identify influencers, channels and strategies

- Mapping the players
- Mastering the skills of each potential player
- Do the media play a role in lobbying or public relations?

Hands-on work

Analyze the stakes and define an influence strategy to facilitate the implementation of a project by a company offering a public service in a given region.

3 Master ethical, legal and reputational issues

- No effective lobbying without a communications/public relations department
- Corporate Social Responsibility (CSR) lobbying and public relations issues
- The legal department: an ally in a successful lobbying strategy

Storyboarding workshops

Collective reflection on related professions and partners for a coherent overall strategy.

4 Designing and managing a lobbying and public relations strategy

- Questions to ask yourself before embarking on any strategy (internal and external factors)
- Presentation of key elements of a public affairs strategy

Case study

Develop a draft influence strategy for an organization wishing to strengthen its positioning and gain the attention of public decision-makers.

Dates and locations

REMOTE CLASS

2026: 23 Mar., 6 July, 14 Sep., 7 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.