

Interrel appoint two to Brussels

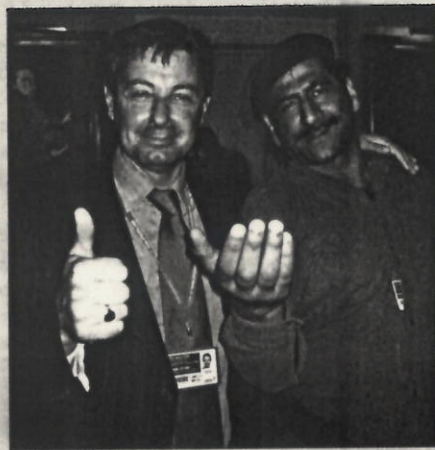
Interrel Public Relations and Public Affairs have announced two new recruits to its PA division. Florence Doucy



Florence Doucy and Christel Vanden Borre

becomes an Account Executive after joining from the Brussels office of France Telecom where she gained valuable experience in corporate law and Information Society issues. She will be working in Interrel's IT team. Christel Vanden Borre joins Interrel as the new Team Assistant after studying translation at the University of Erasmus.

Interrel Managing Director Fredrik Lofthagen expressed his delight at the new recruitments, telling *PA Newsletter*: "It is always very satisfying being able to bring in new people as it is a strong indicator of how our business is growing. Both Christel and Florence bring experience and knowledge to their new jobs that will allow them to flourish immediately, bringing to the team and the clients they service new ideas and a fresh perspective. We are very pleased to have them on board."



New booklet on political consulting

Dominik Meier, President of degepol, the German Association of Political Consultants writes for *PA Newsletter*...

The issue at the 10th anniversary of the *Public Affairs Newsletter* shows that public affairs is on course to be professionalised in Europe. Degepol – the German Association of Political Consultants – supports this process by formulating and developing theoretical and conceptual basics of this professional field and by admitting ethical standards to this business. Therefore degepol has developed a booklet to inform about public affairs, campaigning and policy consulting in Germany. The authors of this booklet are political consultants and public affairs practitioners with comprehensive professional experience. The text is based on intensive discussions, both inside degepol and with external experts in the political area, the economy, science and civil society.

Public affairs is an important part of modern political consulting. The term 'political consulting' stands for a wide spectrum of professional services in politics. There are two forms of political consulting:

- Consulting policy makers, parties and parliamentary groups
- Consulting decision makers, organisations and companies, which are involved in the political area.

Political consulting is a broker with two functions: On the one hand it has to arrange the interests of politics, economics and public areas. On the other hand it has to build up a bridge between science and political practice. Political consulting consists of three areas – at least if we are talking about Germany:

- Public affairs, ● Campaigning, ● Policy consulting

Degepol defines public affairs in its booklet as follows:

Public affairs is the strategic management of decision making processes within the dialogue between politics, economics and civil society. Companies, associations, interest groups and organisations are sustainably involved into these processes.

Public affairs organises the external relations of an organisation especially towards governments, parliaments, public authorities and communities. Public affairs represents and arranges the interests of organisations, employees and members in a political context. This can be practised directly or indirectly through decision makers, opinion builders or through commercials and the media.

Public affairs is not only limited to economic interests, but involves social, public and other interests as well. The broad range of public affairs reaches from influencing legislative and administrative aspects to actively taking part in controversial public debates. Public affairs is based on the knowledge that the economy will have to get more and more involved within the public sector

Public affairs, campaigning and policy consulting use a wide spectrum of instruments. These include:

- Fundraising, ● Image Management,
- Issues Management, ● IT-Political Consulting,
- Lobbying, ● Monitoring, ● Networking,
- Strategy Consulting, ● Strategic Research,
- Knowledge Transfer

Ethical standards play an important part when we talk about professional standards. This is why degepol has developed a code of conduct, about which this newsletter has reported before.

Only if we succeed to establish professional and ethical standards, the image of public affairs will improve sustainably.



Dominik Meier

PA Newsletter Champagne caption competition

Lionel Zetter, Chairman of the UK's Government Affairs Group of the Institute of Public Relations after a hard day on the trail of Saddam Hussein at the recent Labour Party Conference.

Email your caption to captions@publicaffairsnews.com – the best three will be printed in the following issue with a Bottle of Champagne or Champagne Voucher as the prize.

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