

POLITICAL ADVOCACY WORKSHOP

Every organisation finds itself, at some point, needing to influence national, regional or European policy for the greater good. To do that, they need to lobby. Ethical lobbying is an important part of the democratic process. By speaking to your local TD about an issue, you may be lobbying.

Welcome to our training workshop on Political Advocacy. This workshop is designed to equip you with the essential tools, strategies, and knowledge to effectively influence public policy and legislative processes within a democratic framework.

Introduction to Political Advocacy

Defining political advocacy. Its critical importance in a Democracy

The role of NGOs and charities in shaping public policy

Setting your campaign objectives – raising public awareness vs changing laws

Understand the Political Environment

Understanding legislative process, both Oireachtas and EU

Seeking changes in primary or secondary legislation

Identify key stakeholders – elected, non-elected and key influencers

Opposition vs Government lobbying

Identify your Issue and offer the Solution

Research your Issue thoroughly

Strategies for raising public awareness

Identify the issue, the cause and quantify its impact

Prepare and offer a practical and costed solution – laws have to be amended, draft the amendments.

Advocacy Strategies and Tactics

Identifying targets, and messages – not necessarily One Size Fits All

Grassroots mobilization: raising public awareness and building coalitions.

Media engagement: using traditional and social media to support advocacy efforts.

Legal and Ethical Considerations

Understanding legal framework governing political advocacy by NGOs and charities

GDPR and cybersecurity considerations in all campaigns

Maintaining transparency in advocacy efforts.



Irish Academy of Public Relations

WORKSHOP STRUCTURE

- **Introduction to Political Advocacy**
- **Understand the Political Environment**
- **Identify your Issue and offer the Solution**
- **Advocacy Strategies and Tactics**
- **Legal and Ethical Considerations**

POLITICAL ADVOCACY

Campaign Planning and Management

Day to day management and planning – adapting to changing circumstances

von Moltke and Eisenhower rules...

Monitoring and evaluating campaign impact.

Budgeting, resources, and timeline management.

Working with international organisations and networks.

Communication Skills for Advocacy

Crafting persuasive messages and materials – hard and soft copy.

Public speaking and presentation skills.

Negotiation and conflict resolution techniques.

Understanding digital advocacy

Building Relationships with Policymakers

Networking and relationship building with politicians, political parties and policymakers.

Techniques for long term engagement and influence.

Challenges in Political Advocacy

Surmounting common obstacles and overcoming barriers

Tailoring advocacy strategies to the political, cultural, and social context.

Strategies for digital campaigns: online petitions, social media, digital lobbying.

Engaging Volunteers and Community Members

Community organizing and empowerment + mobilizing volunteers for advocacy.

Strategies for an inclusive advocacy that engages widely.



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WORKSHOP STRUCTURE

- **Campaign Planning and Management**
- **Communication Skills for Advocacy**
- **Building Relationships with Policymakers**
- **Challenges in Political Advocacy**
- **Engaging Volunteers and Community Members**

Date: 16th October 2024

Time: 2:00PM - 5:00pm

Fee: €149

***Discounted Fee: €99**

Discount applies to online bookings made by recipients of our Ezine. www.irishacademy.com