

INTERNAL PA PREPARATION/ ORGANISATION

GOVERNMENT/BOARD FOR:

FACILITIES

APPROVAL SHORT LIST (STRATEGY)

MANDATE

CENTRAL PA-DESK FOR:

LONG LIST, DESK INTAKE

DRAFTING SHORT LIST

BUILDING SUFFICIENT CONSENSUS

AD-HOC TEAMS (OTHER STAFF, EXPERTS)

BRIEFING/ DEBRIEFING TEAM MEMBERS

INFORMATION BASE (INTRANET)

ARENA ANALYSIS (& ACTION)

ALLIES (COALITION MAKING)

OPPONENTS (DIVIDE)

INTERESTS (AT ISSUE: NEGOTIATE)

LOBBY PLANNING, SCENARIOS

SELECTION 'BEST PRACTICES'

FEEDBACK TO BOARD

LOCAL PA-DESK FOR:

MONITORING ISSUES, STAKEHOLDERS

IMPLEMENTATION 'BEST PRACTICES'

FINE-TUNING ON THE SPOT

FEEDBACK TO CENTRAL DESK

'DIPLOMATIC' BEHAVIOUR

INFORMAL > SEMI FORMAL > FORMAL

EARLY > LATE

INDIRECT > DIRECT

SILENTLY > NOISY

'GENTLY': SUPPLYING > DEMANDING