



## ESSENTIAL GLOBAL PUBLIC AFFAIRS – A MASTERCLASS WITH LIONEL ZETTER

**FORMAT AND COURSE CONTENT:** One day module exploring theory, practice and workshop style activities

Designed for middle tier practitioners in public and corporate affairs this Advance Professional Development session will examine essential global public affairs approaches in the context of Asia Pacific. It will cement in place the universal techniques for successful global Public Affairs, while explaining how sensitive localisation should be harnessed to create winning approaches on the ground.

This workshop is led by global public affairs expert and author Lionel Zetter. During this full day course Zetter will guide participants through the following areas:

- What types of organisations engage in public affairs campaigning and why
- Why public affairs is needed and what it can achieve
- How to build up a contact programme for decision makers and opinion formers
- How to build up a public affairs programme using universally applicable techniques and methods
- How to adapt universal public affairs methodology to distinct “local” political environments
- How to develop an integrated public affairs and public relations campaign
- The ‘golden rules’ of public affairs
- How to win in Asia – and globally

### **Session 1: Understanding the public affairs, policy and government landscape (9.30am-12.00pm)**

Government structures, electoral cycles and the policy/regulatory environments differ widely in Asia Pacific. This session will examine how businesses which operate across geographic boundaries can develop a consistent approach to PA strategies while ensuring the approach adopted is in accordance with the nuances of the different structures and processes on the ground.

### **Session 2: Implementing a regulatory or politically focused Public Affairs campaign (1.00pm-5.00pm)**

Once the nuances of the markets and political systems have been identified programmes need to be tailored to ensure they are culturally and politically sound. This session will examine real life examples of political and regulatory campaigns to equip participants with the skills to develop and drive campaigns.

## about the facilitator:



### **Lionel Zetter**

Lionel Zetter is a Vice President of PublicAffairsAsia. He is also a Director of the Enterprise Forum, and Chairman of the Public Relations Consultants Association Public Affairs Group. Previously Lionel was Company Secretary of PR&CI Ltd, Deputy Chairman of Dods Parliamentary Communications Ltd, and senior counsel at APCO Worldwide. He has been President of the Chartered Institute of Public Relations, and Chairman of the Government Affairs Group. Lionel is a Fellow of the PRCA and the CIPR, and also of the Royal Society for the Arts. He has received awards for ‘Personality of the Year’, ‘Outstanding Contribution’, and ‘Lifetime Achievement’. He is also the author of ‘Lobbying, the Art of Political Persuasion’ – which is now in its third edition.

**Cost: US\$1,050 for this one day course.**

**For booking inquiries contact Orachon Tanaka, email: [advance@publicaffairsasia.com](mailto:advance@publicaffairsasia.com)**