

## **7 lessons learned about lobbying**

Pieter Walraven, working as a PA expert at Public Matters, was giving his point of views on lobbying during the conference. Ineke van der Werf made this summary.

1. Timing is of the essence (for instance when you distribute press releases)
2. Use social media (to stretch the attention to your organization or your goal)
3. Use your statistics! (to underline your importance)
4. Share the results of research, try to commit public transport companies or local governments to your goals
5. Know what is on the agenda of your council of the national parliament
6. Visit meetings of (local) politicians (and let them be aware of your presence)
7. Sometimes it is more effective to target one politician (or journalist) exclusively