

# Your Voice in the Government (the non-partisan way)

Kirils Solovjovs

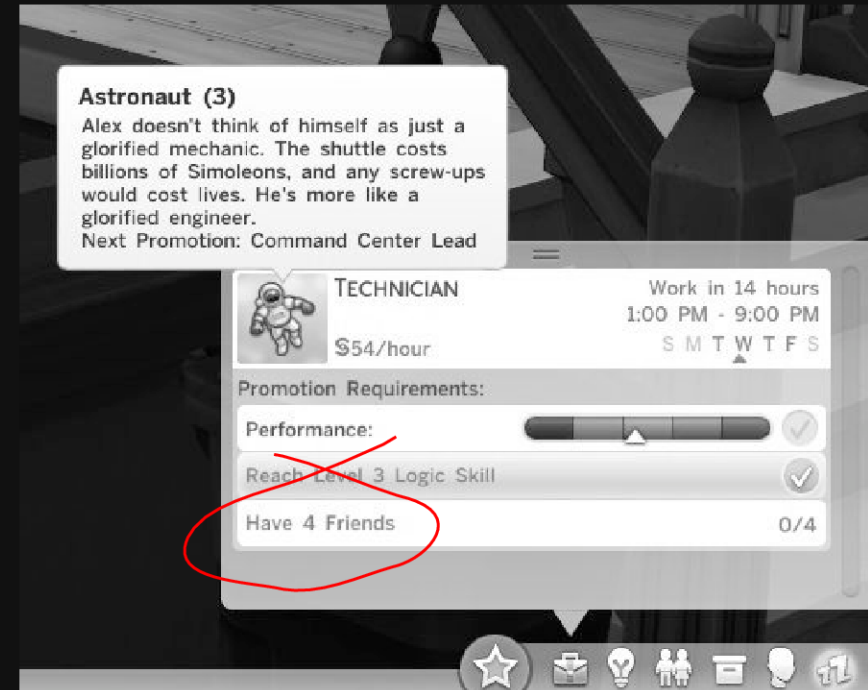
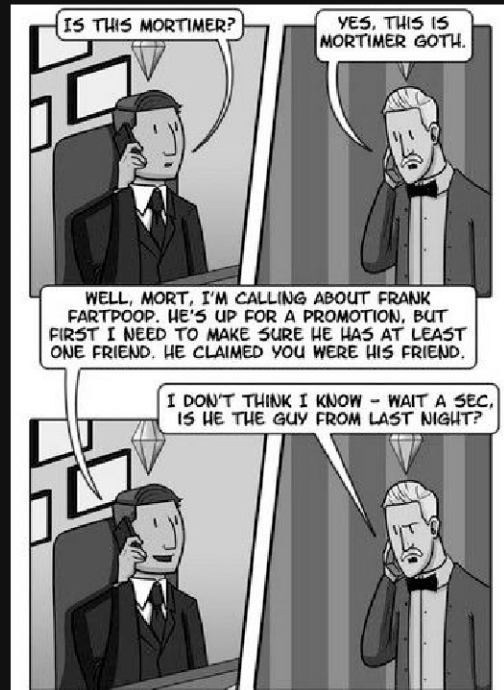


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# Friends



# Lobbying

Effort to affect the behavior of public authorities  
during any stage of the legislative process

+ / -

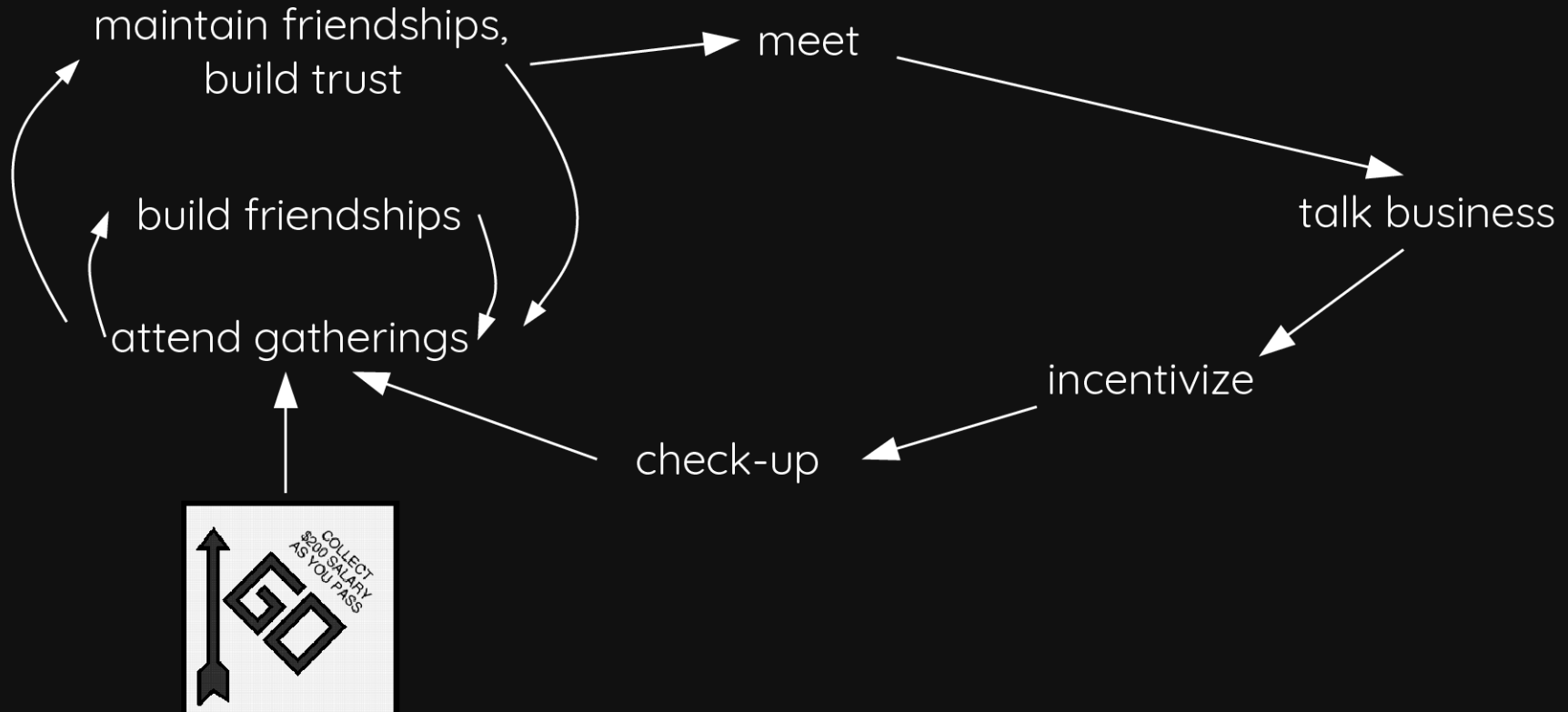


“You just have to be in the right  
place at the right time”

# Do you have to be special to lobby?

- Extrovert?
- Introvert?

# Overview



# My story: developing personality

- School
- Improv



# My story: NGOs

- A friend from school  
IT -> policy (edu)
- “I have no idea what I am doing”
  - Still studying IT
- A group behind me

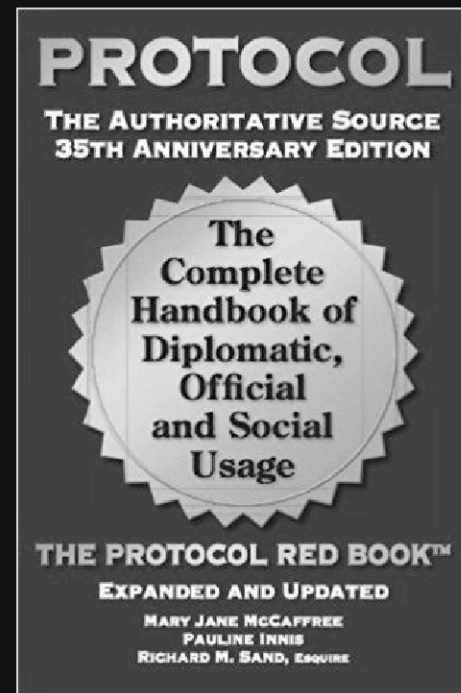


# Reaching the policymakers

- Public events
  - Open policy events, forums
- Social gatherings
  - Opera, fund raisers
- Be in the right place
  - Schedule is often publicly available
  - Airports

# My story: gov

- Policymaker
- Contacts
- Good understanding of the process



# Creating the incentive

- Argument
- Align your goals
- Do their work
- Help them do their work
  - Share information\*, e.g. offer unofficial feedback channel
- €€€? donations, ~~bribes~~

# My story: my own company

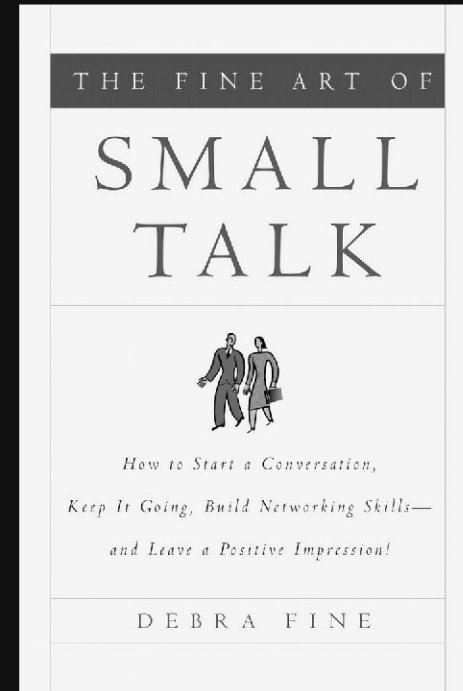
- We do IT security
  - Penetration testing, social engineering
  - Training, consulting
- Social engineering tests are in low demand

# Talking business

- A little bit of smalltalk never hurts
  - stay friendly
- But do not waste time
- Be clear about your needs
- A call to action

# My story: by accident

- Remember? Introvert!
- Who should I test it on?



# Friends with a policymaker

- Smalltalk at social events
  - How did you enjoy the film?
  - Do you travel?
  - Who is your most influential teacher?
  - ...
- Find a common past
  - School, fraternity, a significant project



Policymakers and politicians  
are people too.

They enjoy thinking and  
talking about everyday  
things.

# Setting up the meeting

- They are usually busy
- Force them to choose a time
  - Offer at least two options
- Silence = approach failed
  - Approach again

# My story: today

- Advisor to two NGOs
- Appointed as official point of contact  
between the umbrella org for LV NGOs and the government
- Had 1:1 meetings with presidents of 2 countries
- Good contact with ministers, MPs and other gov officials
- Casually communicate with leaders of political parties

# Building trust

- Always deliver
- Communicate regularly, but not intensely
  - e.g. congratulations on a career success twice a year is good
- Be discreet
- Be clear about your red lines (longterm strategy)

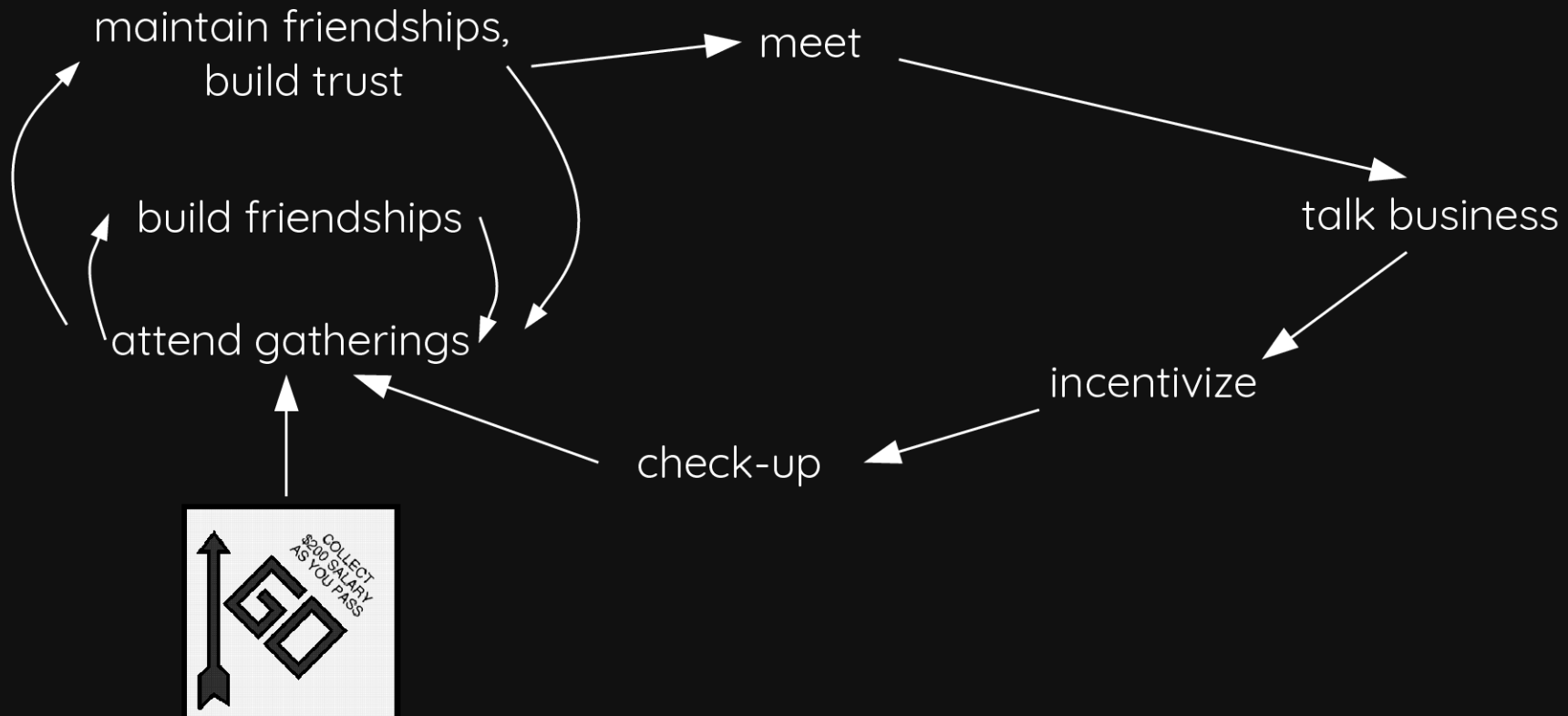
# Check-up on progress

- A short message after the meeting to remind of agreements
- Stay in contact
  - At this stage it is okay to demote your communication to their assistant

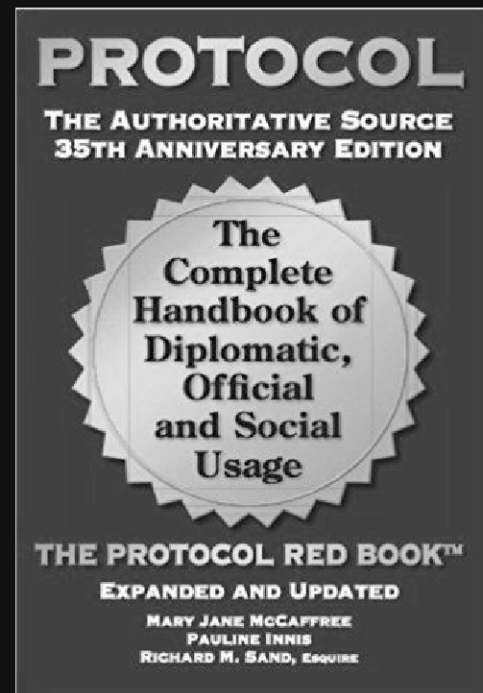
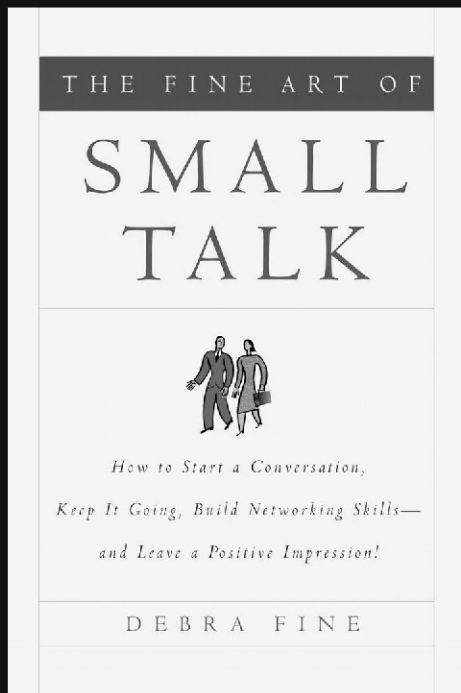
# Ask your ex-'s to train you

- Do you know people from the government?
- Old politicians, lobbyists, political advisors

# Overview



# The good books





be sociable

be bold

be diplomatic

be sly

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