



January 2014

## 10 Best Practices for Public Affairs Practitioners during the Changeover

1. **Early bird:** get a head start and be creative to increase your share of voice
2. **Focus on the Commission:** engage with Directorate Generals, units and services, who are the continuity factor
3. **Ambitious ideas will be endorsed:** feed strategic ideas to the Commission— technical issues will not gain traction at this stage
4. **Profile raising:** demonstrate added value to the new commissioner's profile
5. **Clarity will win the day:** seize the opportunity to communicate your messages clearly
6. **Understand the field:** be mindful of the point of view of those you are trying to reach
7. **Think coalitions:** be constructive and seek broad support
8. **Knowledge is key:** anticipate and be up-to-date with the nominations and latest developments
9. **Choose well:** identify the best people to work with

### AND MOST IMPORTANT:

10. **Be transparent!**

acumen public affairs  
Rue de la Loi 227, bte 4  
1040 Brussels  
Tel: +32 2 669 16 00  
[www.acumen-publicaffairs.com](http://www.acumen-publicaffairs.com)

acumen  
public affairs

