



TradeMarks

Positioning Your Association for Policy Success

Brussels TradeMarks Model – in Brussels, lobbying, coalition building and multilateral impact have the greatest influence on an association’s perceived public policy effectiveness



CHARACTERISTIC ▼	IMPACT ▼	CHARACTERISTIC STATEMENT ▼
Lobbying	10.7%	Has effective lobbying representation and builds direct relationships with policymakers
Coalition Building	9.1%	Builds effective coalitions with other groups on issues
Multilateral Impact	8.6%	Works effectively across the Council, Commission, and Parliament
Unified Voice	7.9%	Represents the voice of the entire industry and the interests of all of its members
Industry Reputation Steward	7.8%	Protects the reputation of the industry it represents
Multi Party Relationships	7.6%	Works effectively and is viewed favorably by policymakers from across the political spectrum
Media Relations	7.3%	Attracts positive media coverage for the industry and its issues
Pan European Voice	6.2%	Balances the interests of corporate members as well as national associations across all member states
Information Resource	5.9%	Produces accurate and reliable information, including new research and data, to help inform policy
Local Impact	5.8%	Impacts policy in individual member states
Events	5.5%	Sponsors events and conferences that help create substantive dialogue—if not a unified voice—for the industry
Membership Mobilization	5.0%	Members actively support the association’s positions and mobilize to directly contact policymakers
Social Media	5.0%	Uses current technology, including online and social media, to communicate and engage with key audiences
Self-Regulation	3.9%	Promotes high standards in the industry it represents by establishing and enforcing industry codes of conduct
Grassroots	3.7%	Mobilizes grassroots campaigns to influence policy and legislation

Characteristics are listed in order of impact, according to our survey.
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