

# Our Service Portfolio: Political Services



*Well placed in dealing with politics and media*

## Political Consulting

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In political consulting, companies and their employees are being advised on how to deal with political institutions and parties. In situations where you strive to achieve business goals using political means or where you have to react to political and/or public actions, plans, or decisions, acting politically instead of recouring to administrative tribunals is often the better choice. Many companies do not have the required knowledge (on political decision-making processes, key players in politics and administration, political dependencies, interdependencies etc).

Spreeforum International supports companies in solving their problems in this area by providing them with information, by developing concepts, and by accompanying them along the political decision-making process.

## Campaign and Election Management

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For many years, our company has been planning and executing elections and other political campaigns. We work for individual candidates, for associations and parties, and their related organisations.

Our experience ranges from municipal level to European level. We not only provide an individual campaign concept but also take care of all relevant aspects of your appearance and your campaign.

- Communication and image strategy
- Press work and public relations
- Speeches and research
- Internet presence
- Publications, flyers, and mailings
- Billposting
- Personnel and resource management
- Budget planning
- Event planning
- Appearances of external speakers
- Addressing of the target appearance

## Funds and Subvention Consulting

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Within public structures, companies have the possibility to profit from public services. There are so many different possibilities and legal exceptions that it is often very difficult to stay on top – especially for medium-sized companies. At the same time, there is a growing number of specialised consultants who only cover a certain aspect of this vast field. Companies often have problems in finding the right consultant for the aspect they need.

Spreeforum offers an overview on the subjects and specialised consultants; thus, we can support our customers in finding and selecting a consultant who is perfectly suited for their requirements. The consulting activities themselves, i.e. funds consulting or specific legal consulting, are done by experts and lawyers specialised on the respective subjects.

## Fundraising / Sponsoring

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Good fundraising and sponsoring activities should produce clear benefits and measurable results for both sides, i.e. the provider of funds and the beneficiary. Thus, Spreeforum does not see fundraising and sponsoring solely as a means of attracting funds. It sees these activities as an integrated marketing strategy of an organisation. .

Today, fundraising and sponsoring are no longer restricted to sports and cultural institutions. Nearly all social enterprises use them. Spreeforum will help you find the right sponsors for you. We will also help you to plan and implement your personal fundraising or sponsoring model.



## Lobbying from Municipal Level up to International Level

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In many cases, political decisions strongly affect companies; thus, there is an interest to bring about certain decisions or to modify them in favour of the company. Spreeforum develops lobby concepts for companies and implements them in favour of the customer. In some cases, we act anonymously, i.e. without disclosing the customer; in others, we include them in the process. Our portfolio ranges from arranging a meeting with a politician over preparing and following-up such a contact up to developing and implementing complex lobbying concepts. In general, the goal of such lobbying projects is to influence parliamentary decisions in favour of the customer.

Spreeforum has long-term experience in this area and a wide network on all political and administrative levels: from municipality to international institutions.

## Market Analyses and Sales in the Public Sector

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In spite of tight budgets, municipalities, government organisations, public institutions as well as associations and NGOs are still the biggest clients of medium-sized companies.

Spreeforum International has special know-how and in-depth knowledge of how the public sector operates. Spreeforum International has an extensive network and numerous contacts in this area. This enables us to help companies place their products and services in the public-sector market. We focus on researching and analysing the market and its political environment, establishing personal contacts with the relevant decision makers, and on taking the appropriate PR measures in their contexts.

## Topic Research in the Public Arena

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Problems and crises in companies are often caused by lack of information. This applies to parliamentary decisions on all political levels and to seemingly marginal information which cannot be found in the daily or specialised press.

Spreeforum International researches and observes developments for you and provides you with this information in the way you need it. You will profit from our extensive contacts and networks and will be able to react to developments earlier than your competitors. That gives you your personal strategic head start.

## Events with Speakers from Politics

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Corporate events are a great opportunity for extending or maintaining contact between politics and business. Many companies are interested in upgrading their corporate events by including a well-known politician. Some companies do not have access to these people, or cannot expend the necessary effort.

Spreeforum organises the appearance of such a personality for companies and consults the companies to derive the greatest

possible benefit from these appearances (e.g. by thematic preparation, speech concepts, briefing of the guest, follow-up of the concept). In addition to these services, Spreeforum can take over the management of the entire event. We thus provide you an all-inclusive package for events at the gateway between business and politics.

## Networking / Contact Management

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The often-quoted sentence „Relationships only harm those who do not have them“ is truer for today's business life than ever before. The need for cooperation partners, working customer relationships and stable relationship networks grows at the same speed as the challenges of the aggravated competition. Only those will be able to rise or to stay successful on the long-term who have permanent and stable networks which will help to solve a problem, answer an important question or support a process giving active recommendations and help when the need arises. Companies realise more and more frequently that working networks and stable relationships on all levels are decisive factors for the success of individual projects and entire organisations.

Spreeforum International has a very big and strong network in economy and politics which we gladly use for our clients. We also advise you on how to strategically build your own networks and how to maintain and stabilise them.

In addition, Spreeforum offers you the following last-minute or individual actions on project basis

- Placing speakers and experts
- Contacts to public authorities, parties, and organisations
- Placing of cooperation and business partners
- Optimisation of data bases

## Association Management

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Clubs and associations compete like other companies and market participants do. The time of honorary posts serving as an excuse for bad services and the lack of internal and external communication is long gone. Today, it is important to lead clubs, associations and organisations of any kind in a professional way, to manage them economically, and to act professionally when competing for the best combatants and logistic and medial resources.

Spreeforum International has manifold and long-term practical experience of managing associations and organisations and supports them in the following fields, amongst others:

- Fundraising and sponsoring
- Optimising the administrative organisation
- Cost optimisation and restoration
- Internal and external communication
- Recruiting and retaining members
- Event management
- Strategic management and guidance
- Articles, rules of procedure and financial regulation issues
- HR development and qualifying the members and voluntary and salaried functionaries

**SPREEFORUM INTERNATIONAL**

*Symbiose aus Beratung und Agentur*

