

Case Study

Comprehensive advocacy



Cambridge Assessment
English

Establishing Political Rapport with senior officials in the Italian Parliament and Ministry of Education, to facilitate market expansion



Brief

Enable rapid and very high-level access to Ministers and Deputy Ministers, as well as Departmental Heads, in the Ministry of Education in Rome, Italy.

Actions

An initial contact group was formed of three individuals from three separate political parties, across the political spectrum, who were passionate about the subject matter regarding a certain aspect of education policy. This contact group formed a basic coalition to promote the idea of a top-level conference. We were able to secure an incredible fresco-ceiling conference hall in the main Italian Parliament building in Rome for the planned conference.

Results

Throughout the logistical organisation of the conference, we were able to give the client excellent access to individuals in various political parties and civil service teams within the Education Ministry and related ministries, due to the openness which our client received when discussing their interlocutors' attendance at this prestigious conference. During the event high-level Ministerial and Deputy Ministerial attendance was achieved. Subsequently, follow-up meetings and events secured the cultivation of enduring relationships.

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