

Case Study

Relationship Building

Anonymous Client

Build Relationships with Senior Officials at the German Federal Chancellery, to position business as thought leader and leverage into partnership and business opportunities.



Brief

Create an environment for language learning and migration experts to meet and network, enabling the client to meet the key decision-makers in the German Federal Chancellery responsible for language learning policy and migration policy.

Actions

A contact group was formed prior to the series of expert roundtables, with a simple set of membership criteria and mission of bringing relevant experts together. A series of “roundtable” events was designed, inviting leading industry experts, academic researchers, and officials of the Federal Chancellery. The chosen location was the International Club in the Federal Foreign Ministry (ICAA), an extremely prestigious location only accessible for those in possession of a membership due to their diplomatic or ex-diplomatic credentials.

Results

The set up resulted into the group developing its own identity, setting up monthly meetings and establishing regular rapport with the Federal Chancellery, with our client spearheading the initiative. Eventually, meetings started to include other esteemed organisations such as the UN office for Migration in Berlin.

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