

## Association Management and Public Affairs Offer

**Lighthouse Europe is a government affairs consultancy that specializes in European strategies and public affairs.**

### Lighthouse Europe's beliefs

- Economic actors need to anticipate regulatory developments and adjust their strategy and business model to remain competitive;
- Understanding European and national issues is essential for a company to ensure its compliance with regulation and to protect its interests;
- To be influential among European-level decision-makers, the various interest groups must make their voices heard in an effective way;
- Lighthouse Europe enables its clients to deal with regulatory issues and assists them in building a strategy to develop new products, comply with regulatory requirements, and defend their interests.

### Lighthouse Europe's added value

- ▶ With **offices in Brussels and Paris**, we have a **deep understanding of several European Member States** (Germany and Italy) and **other countries** (the USA, Canada, and the UK), we can offer an extensive scope of action.
- ▶ Our **dynamic team** of public affairs professionals has **expertise in numerous key areas**, such as law, economics, and communications, and is multilingual (English, French, German, Italian, Maltese, Spanish) allowing us to support an international clientele.
- ▶ **Our consultancy can help you to reach multiple stakeholder networks through our membership in the Cercle des Délégués Permanents Français (CDPF), the Brussels Group, and the CCI France Belgique.**
- ▶ A **boutique consultancy** that has **demonstrated expertise and public affairs successes** in the field of **digital** and related policies, at European and national level.
- ▶ Partnerships with **Momentum Avocats** and **Vae Solis Communication** giving us support for legal works and public relations.
- ▶ The Brussels office is located in the French and Belgium Chamber of Commerce, which gives us privileged access to **key players of the upcoming French Presidency of the Council of the EU.**
- ▶ The Brussels office offers **all services needed for association management purposes** (meeting rooms, offices, domiciliation, and secretariat).
- ▶ Our consultancy can also drive project management aimed at applying for **EU funding.**

Lighthouse Europe has successfully helped several associations and trade federations to support their management and to achieve their public affairs goals:

▶ **Daily management by helping the permanent team to:**

- Organize internal meetings of members or working groups – preparation of agenda, presentation, facilitation, minutes and follow up
- Draft positions and find a consensus on a given policy priority
- Build an outreach campaign to spread the entity's positions to the relevant policymakers and advocate for the sector
- Management of targeted projects supporting the public affairs goals of the entity (e.g. drafting guidelines)

▶ **Renewing the public affairs strategy by:**

- Identifying the priorities given the political and regulatory context
- Proposing a series of actions and deliverables
- Defining a timeline for the unfolding of the strategy according to the legislative agenda

▶ **Customized solutions to maximize the impact of their advocacy efforts:**

- Build events around an ongoing issue
- Create coalitions with other sectors and various stakeholders on a specific policy
- Expand their actions at national or European levels

## OUR REFERENCES



To get a proposal fit for the profile of your association or trade federation, do not hesitate to contact us: [info@lighthouseeurope.com](mailto:info@lighthouseeurope.com)