



POLITICAL COMMUNICATIONS
**NAVIGATE, INFORM
AND INFLUENCE
EUROPE'S POLITICAL
ENVIRONMENT**

EXPERTS WITH IMPACT



WHAT IS POLITICAL COMMUNICATIONS?



NAVIGATE



INFORM

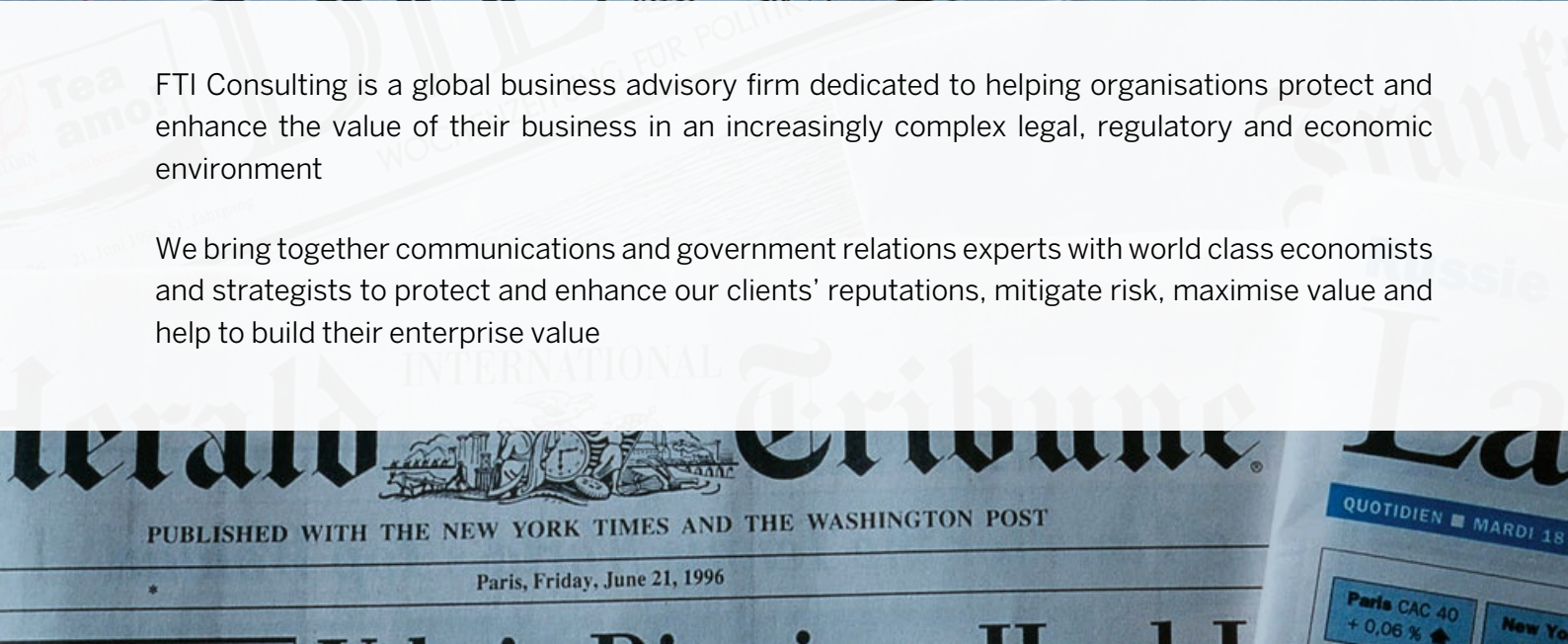


INFLUENCE

Political communications goes beyond your regular outreach to policy makers and key influencers. It's more than the need to engage your targeted audiences through the media or other communication channels.

It requires expert knowledge of the institutions, the people and the processes to enable you to manage specific areas of risk to your interests.

FTI Consulting's political communications unit understands the need to build your case; navigate the political environment; ensure you remain informed and continue to inform; anticipate areas of public scrutiny and help achieve your objectives.



A DYNAMIC, COMPLEX AND FAST MOVING EUROPEAN POLITICAL ENVIRONMENT

**“The EU has demographic and economic potential,
which makes it a partner equal to the largest powers”**

- Donald Tusk, President of the European Council

Europe is home to dozens of important political and legal institutions, including the European Union, NATO and the International Criminal Court. They impact the way other governments, business and organisations operate in terms of trade, investment, politics, foreign policy and diplomacy.

It is a complex and often fluid landscape in which competing institutions, politics and interests collide with the media, creating a challenging and at times unpredictable environment.

Political interaction with the European Union, its twenty-eight Member States and the politicians who run it will require delicate preparation, handling and execution to maximise the likelihood of a successful outcome.



WHEN CAN WE HELP

- ✓ Brexit negotiations and UK relations
- ✓ EU accession and other political agreements
- ✓ International trade and investment negotiations
- ✓ Delicate political and diplomatic relationships
- ✓ Disputes and arbitrations
- ✓ EU and international court challenges
- ✓ EU Presidency preparation
- ✓ Political profiling and relationship building in the EU
- ✓ EU summits with third countries and other organisations

POLITICAL COMMUNICATIONS UNIT: HOW WE CAN HELP

Your engagement will need to be strategic, whether it's a short term issue or one that needs to be managed for longer.

FTI Consulting's dedicated unit works with governments, ministers and other high profile organisations and individuals to provide bespoke and confidential political communications advice on managing and influencing high profile issues. We have the in-depth knowledge of how to assist business and government clients navigate Europe's corridors of power.

Our team comprises experts who have worked inside the EU institutions as EU Commission cabinet members and spokespersons, as well as national foreign ministry diplomats and spokespersons. Knowing how Brussels and EU capitals work on the inside, we are uniquely positioned to provide support and advice on:



Political strategy development



Executive briefings and outreach



Communications audits and action plans



On the ground liaison and support



Relationship building



Targeted EU media analysis and briefings



Developing political narratives



Media outreach, handling and training



EU political and institutional insights and training

FTI'S BRUSSELS TEAM

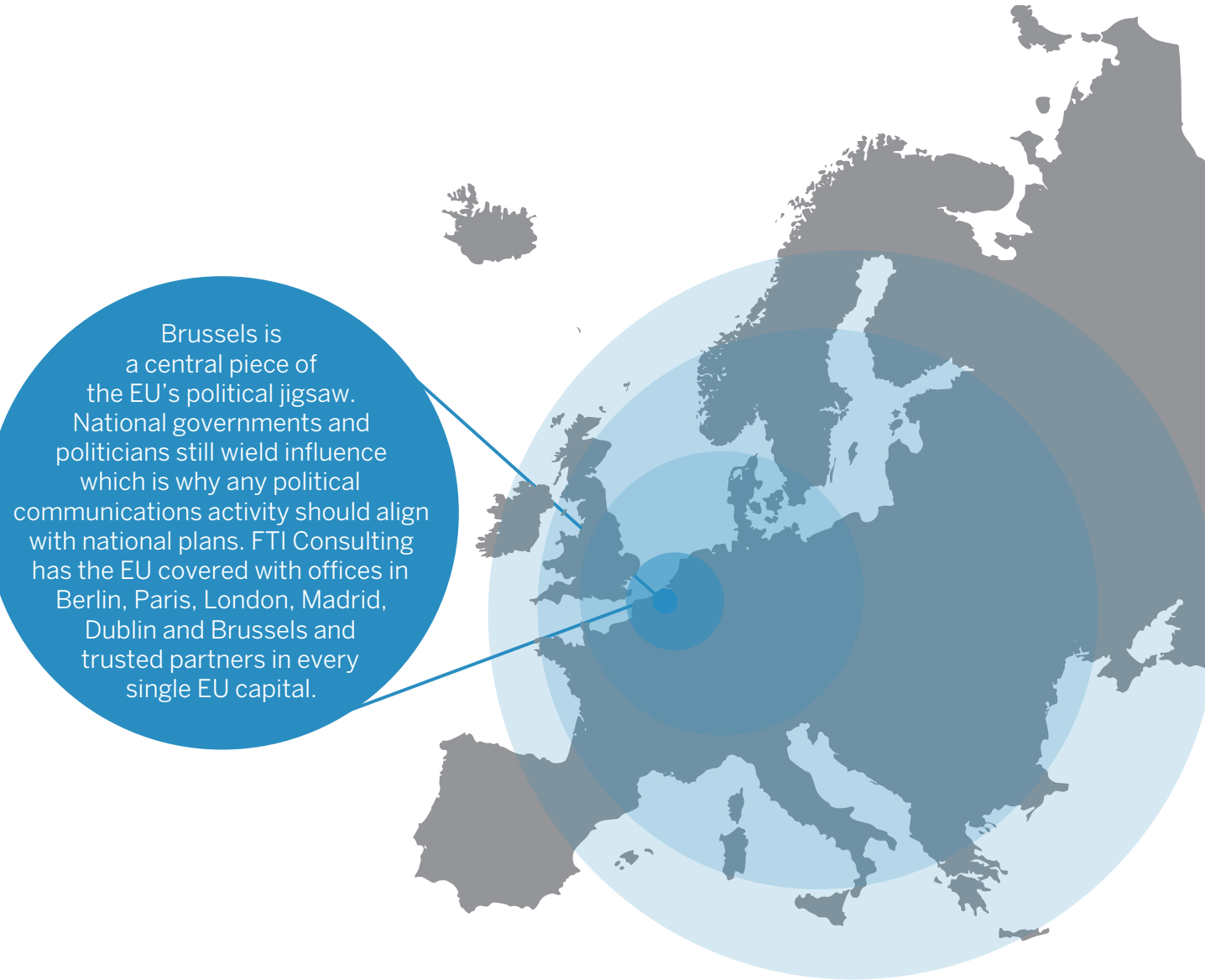
FTI Consulting's wider capabilities through our Public Affairs and Corporate Reputation practice can additionally provide support on:

Public affairs strategies	Policy communications	Reputation and profiling
Issues and campaign strategy	Crisis communications training	Digital communications

OUR SECTOR EXPERTISE:

Agriculture & Chemicals	Competition and Regulation	Cybersecurity
Energy	Financial Services & Taxation	Healthcare
Technology, Media & Telecomms	Trade	Transport

OUR NETWORK



WHAT WE DO

We combine experience in public affairs, government relations and communications with deep knowledge of capital markets, economic analysis, and political risk.

We provide clients with expertise to analyse public affairs issues, influence policy, and impact related outcomes.



Advocacy and campaigns



Political communications



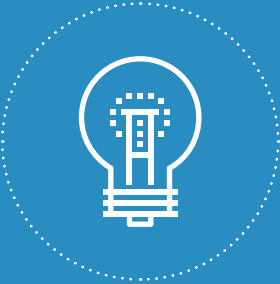
Competition/anti-trust



Political risk intelligence and analysis



Public affairs



Creative engagement

ABOUT FTI CONSULTING

With approximately 650 expert strategic communications consultants located in key markets around the world, we combine global reach with local knowledge to help client management teams and Board of Directors seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position, and preserve their permission to operate. Drawing upon our unrivalled depth of industry expertise and interdisciplinary experience and using our broad network of relationships with key influencers, we help clients clarify, persuade and ensure that the right message reaches the right audience at the right time.

We have been in business for more than 30 years and have over 4,600 employees in 28 countries on six continents. We offer a rare combination of geographic presence, competency and relationships.

Our business incorporates five divisions: Strategic Communications, Economic Consulting, Technology, Forensic & Litigation Consulting and Corporate Finance / Restructuring Services.



2017
Named EMEA Public Affairs
Consultancy of the Year



2015
Gold SABRE Award Best
Campaign
Shale Gas Europe



2016
Strategic Communications Consulting
Firm of the Year in Belgium



2016
Most Outstanding Strategic
Communications Advisors
in Belgium

PUBLICLY TRADED -
NYSE

FCN

3 NOBEL LAUREATES

55 OF FORTUNE 500
CORPORATIONS ARE
CLIENTS

55/500

OUR TEAM



Louise Harvey, Chair at FTI Consulting Brussels

Louise has run public affairs and strategic communications consultancies in the Netherlands, Belgium and the UK and leads FTI Consulting's Brexit task force. She previously worked for 13 years as a diplomat for the British Foreign Office and was awarded an MVO for services to HM The Queen. Louise sits on the Board of AmCham EU and is a former President of the British Chamber of Commerce in Belgium. She was awarded an OBE for services to British business in Belgium. Louise is a member of the Advisory Council of Wilton Park, an executive agency of the UK's Foreign and Commonwealth Office.



John Clancy, Senior Advisor at FTI Consulting (Brussels and Berlin)

John has more than twenty years' experience in high-level political and strategic communications as well as journalism. John was EU trade spokesman for Trade Commissioner Karel De Gucht working on issues including TTIP (the EU-US Trade deal), EU-China trade relations, and trade cases at the WTO. Previously he was also an EU foreign affairs spokesman on African affairs, development, and humanitarian aid. John has built-up an important network with media professionals all over the world.



Aled Williams, Senior Director at FTI Consulting

Aled is an accomplished communicator with over 15 years of experience. He is the former spokesman and head of communications at the UK Government's Permanent Representation to the EU in Brussels, where he was responsible for explaining the UK Government's EU policies to journalists in Brussels. Aled knows how the media landscape works and has an extensive network of media contacts in Brussels and London.



Pablo López-Alvarez, Managing Director at FTI Consulting

Pablo specializes in EU Public Affairs advice. For the last 15 years he has helped multinationals, governments, and NGOs to navigate the complex EU regulatory and political environment. Pablo is an alternate member of the European Economic and Social Committee and the Vice President of the Spanish Chamber of Commerce in Belgium and Luxembourg.

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