

## LOBBY ELEMENT: MEETING

### - ten things to think about as you plan the meeting

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| <b>Know why you want to meet</b>                                   | The meeting must fit into your pre-arranged plan. The type of experience which you generate for the MP will determine the impact made. Factors include - how important are they or could they be one day; how much time do they have available; what communication methods do they prefer. Use the Cone of Experience.  |
| <b>Notice given</b>  | If humanly possible, avoid making the meeting so urgent that other things have to be moved to make way for it. Let the MP's office know what you want to see the MP about.  |
| <b>Location</b>  | An MP's office is their comfort zone. Decide whether you want them to be comfortable, or want to challenge them a little....  |
| <b>Time</b>  | Ask for what you realistically need – but be prepared for a few minutes or even a postponement if chaos descends on their day.  |
| <b>Do your homework</b>  | <ul style="list-style-type: none"><li>• Use any contacts which you have prior to the meeting.</li><li>• Research the known views of that MP, both in general and specifically about that topic. Also any information in their background which can be a starting point for genuine communication.</li><li>• Pay attention to any staff of the MP's who you meet in their office/at the meeting</li><li>• Recognise the constraints on them, e.g. a Minister has the additional constraint of collective Cabinet responsibility.</li></ul> |
| <b>Person and numbers</b>  | Don't overwhelm the MP with numbers of people – and make sure that everyone has a task or role. If they have a particular characteristic (e.g. Maori, woman), the delegation should reflect that. Take someone unexpected.  |
| <b>A dry run</b>   | If the message is complicated, if the task of persuasion is hard, if there will be more than a couple of you at the meeting...then meet and run through things beforehand.  |
| <b>Image</b>   | Wear whatever you feel most comfortable in and – if possible – fits with your message. Make sure that you know where the meeting place is, and that you are on time.  |
| <b>Something to leave</b>  | Never leave the MP empty-handed. Prepare something which fits in with your message and reinforces key points. Work through it at the meeting and leave it for them to consider...   |
| <b>Check you have the resources to keep the relationship going</b> | Plan ahead what action you will ask the MP to undertake, and any commitments which you will make to them. Ensure that you have the resources to deliver what you promise, and make use of whatever they may do for you.   |