

When Public Affairs Is an Affair for the Surveying Profession

Torben Juulsager (Denmark)

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SUMMARY

Public Affairs is the most used unifying description for political lobbyism and the many methods that can be used to influence political processes.

This presentation outlines a Danish Public Affairs strategy and action plan for the surveying organizations to achieve a political objective or goal and a strategic work with the public.

It will give examples and scenarios on different approaches to interest management and communication interventions in a specific case.