



Training - Business Advocacy and Policy Research for Results

时间 Time

2018年4月17日上午8:30-下午5:30

Apr. 17th, 2018 8:30 AM – 5:30 PM

语言 Language

语言：中文（该课程为与其他商会合开）

目标与内容 Objectives and Contents

This course is intended for Government Affairs (GA) practitioners who are seeking to deepen their understanding of business advocacy and best practices. Specifically, the program focuses on how to identify the right stakeholders, build win-win solutions, and communicate effectively with their internal & external stakeholders. Meanwhile, policy research, as the foundation of government affairs, helps businesses to navigate in this environment and provide solution-driven recommendations.

适合对象 Target Groups

- GA associates and managers with some GA-related experience who want to have a systematic improvement of their skillsets.
- People who need to have a better understanding of how to strategically plan for advocacy activities and support business objectives.
- Certificates will be provided.

课程大纲 Outline

Government Affairs - From Good to Great:



What has changed in the New Normal, and how should GA professionals be prepared for the new challenges?

How do you think strategically about government affairs?

External Stakeholder Mapping:

When presented with a specific advocacy goal, how do you design an advocacy strategy, who do you engage with and how do you find “win-win” opportunities?

How can your company establish a systematic and professional government relations network to achieve your business objective?

Internal Stakeholder Management and Communication:

How do you craft concise talking points for senior executives from headquarters?

How do you present to senior executives with assertiveness?

Three key elements of policy research:

- Monitoring: How and where to get useful information and monitor the developments of certain policies
- Analysis: How read between the lines given the context, and come up with your own impact analysis
- Reporting: How to explain the non-explainable and provide solution-driven recommendations to headquarters.

How is this course different from other trainings?

1. Practical: It is designed and conducted by GA practitioners. It is loaded with best practices and offers operational templates that can serve as a practical guide.
2. Hands on: Participants will be presented with scenarios based on real cases, and they are required to analyze which external stakeholder they can leverage to solve the issues and why. Learning points are delivered through case studies, simulations, role playing, and feedback in an interactive discussion.



日程 Agenda

From 8:30 am to 5:30 pm

价格 Price

Members: RMB 3,000 Non-Members: RMB 4,000

Please register and pay before Apr. 10th, 2018

讲师介绍 Trainer Profile



Lin Gao

CEO of Message Coach

Lin has over 20 years of experience with Fortune 500 companies both in China and the U.S. across the areas of government affairs, IT, supply chain and marketing. She held the position of senior director of Global Government Affairs at Motorola Solutions China, and was responsible for managing relationship with various government bodies and trade associations for business advocacy.

She was also responsible for corporate governance as well as CSR programs in Motorola Solutions China. Prior to this role, Lin had held multiple senior positions in Motorola including CIO for Asia Pacific, responsible for delivering end to end IT solutions for the region.

As a certified Marshall Goldsmith leadership coach and Erickson professional coach, Lin helps executives at MNCs to further improve their leadership and communication skills. Lin is an experienced trainer in business communication (both internal & external). She is also a sought-after speaker and has spoken at several TEDx events.



Brent YUAN

Senior Director at Yuan Associates

As a Senior Director, Mr. Yuan is responsible for government affairs consulting and account management. He has valuable experience working with multinational companies, specializing in government relations, public relations, crisis management and media relations. Meanwhile, Mr. Yuan also took the responsibility of leading and delivering government affairs training programs to multinational companies, along with taking a business development role to communicate with new clients and strategic alliances.

Mr. Yuan worked in the area of public relations and market communications for ten years. He served as a reporter for China Construction Machinery magazine, during which time he interviewed over 40 presidents of multinational companies. Following his experience in the media, he worked as a public communication supervisor to several multinational enterprises, including BMW and Amway.