WINNING FRIENDS and INFLUENCING PEOPLE

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#ACBC2016
A practical guide to political lobbying

- Why lobby?
- How to secure a meeting
- Making the best use of your time
- The importance of following up
- Other tips and tricks
Why lobby?

• Fast tracking regulatory approvals
• Changing unfair/inefficient policies
• Securing government grants
• Other industries do it
Why lobby? (continued)

Things you may be seeking:
• Assistance in dealing with red tape
• Tourism funding
• Publicity
• Access to training initiatives
• A fairer deal on excise
2015 Small & Independent

U.S. CRAFT BREWERS’

Growth in the Beer Category

Volume Share for Craft Brewers
2011: 5.7%  2012: 6.9%  2013: 7.8%  2014: 11.9%  2015: 12.2%

U.S. Operating Breweries
4,269 Total Breweries
4,225 Craft Breweries
44 Other Breweries

15% increase over 2014

Craft Retail Dollar Value Growth
$22.3 Billion 16% Growth over 2014

1,650 Brewpubs 16% Increase over 2014
2,397 Microbreweries 16% Increase over 2014
178 Regional Craft Breweries 16% Increase over 2014

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How to secure a meeting

- Do some research first: know your audience
- Be polite
- Be persistent
- Keep it local (in most cases)
Making the best use of your time

• Arrive early
• Know what you want to achieve
• Ask how much time you have
• Leave time for questions

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The importance of following up

• You are dealing with busy people
• Persistence is often rewarded
• Put things in writing
• Get to know key staff
Other tips and tricks

Do:
• Use stories to get your point across
• Show your passion and enthusiasm
• Use plain English
• Outline your vision
• Remember: they are human beings
Other tips and tricks

Don’t:

• Lose your cool
• Drown people in statistics
• Use jargon
• Ask for funding at your first meeting
Question time
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