

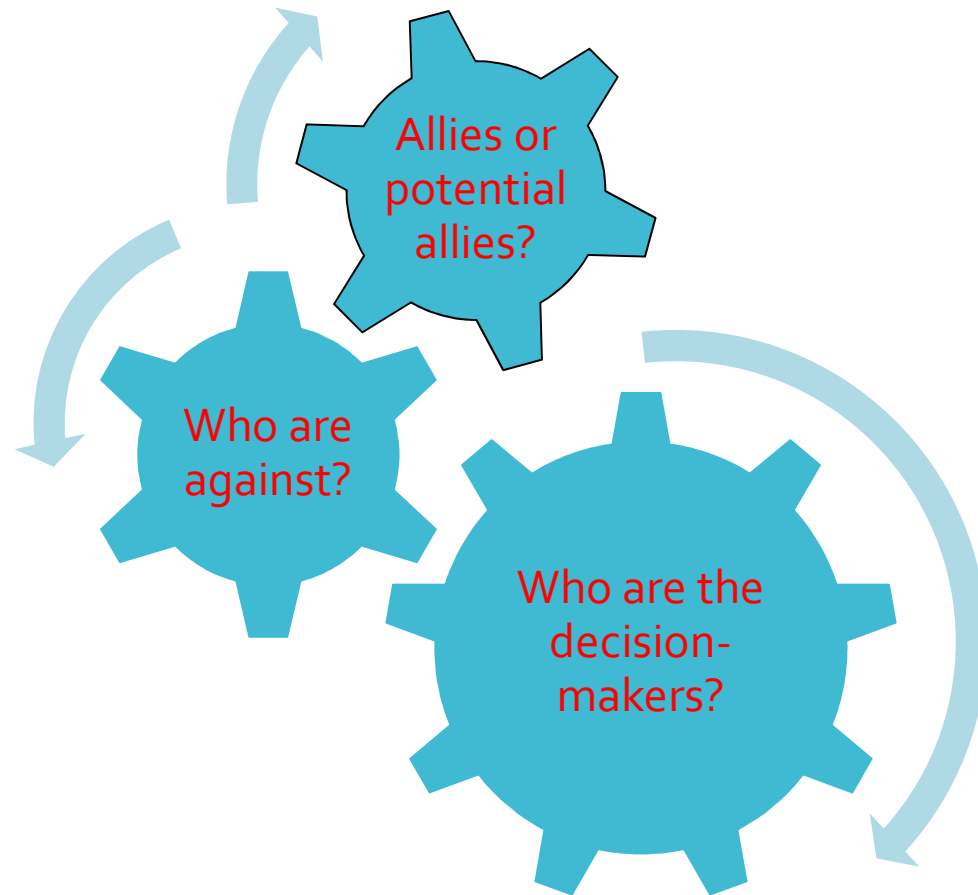
Lobbying

How to succeed?

What do
you
want to
obtain



Analyze the situation



What do
we have
to
change?

- To increase the chance of obtaining your goal

What's
your
story?

- Should be about the author and the reader

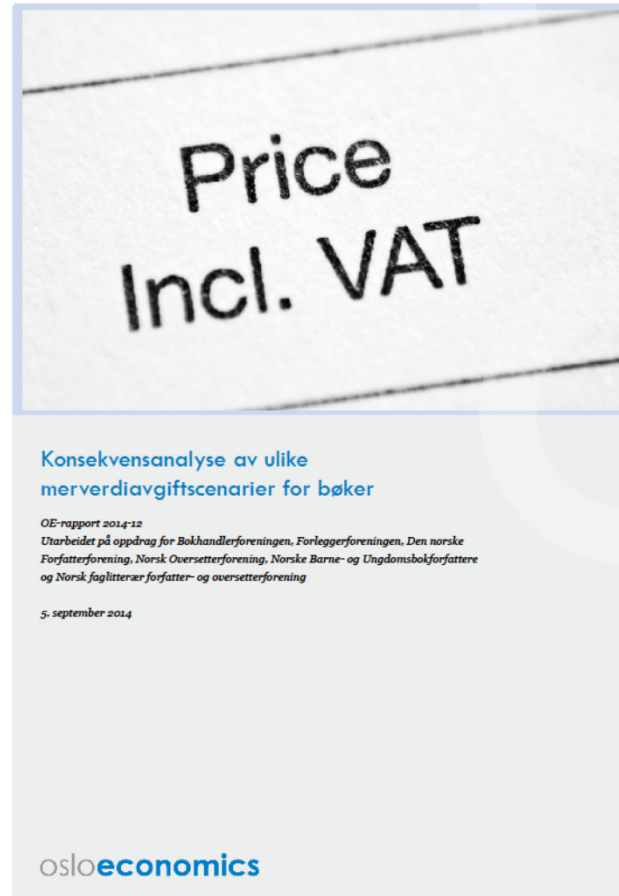
Timing

- Resources and guts to work this through?

Internal
consensus

- Rally all players in the industry, authors most important

Facts,
facts,
facts



Publish the
facts with
your own
comments

- Don't leave it to
journalists to present
your facts

Participate
in the
public
debate

- Address the opponents
everytime (almost),
everywhere, at once

Active and targeted lobbying

- **Build trust**

Monitor
the
develop-
ment

Be flexible

Succeeded?

- **It ain't over...**