



# PRINT & PACKAGING LEGISLATIVE SUMMIT

June 20-21, 2017 • Washington, D.C.

## PREPARATION FOR EFFECTIVE CAPITOL HILL MEETINGS

- ▶ General meeting time frame is 15-30 minutes.
- ▶ Meeting audience may include Senator/Representative and/or Staff (Chief of Staff, Legislative Director, Legislative Assistants).
- ▶ Review Congressional Directory to assess lawmaker's political affiliation, committee assignments and biographical information prior to the meeting.
- ▶ Effective advocacy meetings focus on 2-3 key issues and "asks."
- ▶ Provide an overview of the industry's economic scope nationally and by state/district.
- ▶ Lawmakers and Hill staff hear from dozens of paid lobbyists every day. The value your message brings is that it is delivered by a constituent directly impacted by legislative decisions. Be prepared to provide a "real life" example of how a policy issue or vote would impact your company, its employees, and its customers. This context is critical! Otherwise, it's all just facts and figures...
- ▶ Bring a stack of business cards...and be sure to collect business cards of key staff with whom you meet. You will want to send an email follow-up thanking them for the meeting and recapping key "asks."
- ▶ Don't assume your audience knows what "print and packaging industry" means; we are diverse industry of companies producing a wide variety of products for a range of customers. Be prepared to provide concrete example(s) of what kind of products you print and "name drop" clients. Even better? Bring along a sample of your work!

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