



## **SEAP POLICY AND COMMUNICATIONS COMMITTEE**

### **TERMS OF REFERENCE**

#### **PRESENTATION**

The Policy and Communications Committee (PCC) intends to increase both SEAP's visibility and credibility in Brussels. It shall do this by ensuring that decisions on policy are taken in a timely manner and that these are communicated effectively to EU decision makers, the media and other stakeholders. The PCC shall also aim to raise SEAP's profile among members and potential members. Action by the PCC is likely to raise SEAP's profile in the marketplace; thereby contributing to membership drives undertaken by the Membership Committee and the Board of SEAP. The PCC shall also play a role in horizon scanning for future policy issues on which SEAP should take a position or lead the debate.

The PCC collaborates with other SEAP committees. Its convenor participates in the Convenors' meetings and feeds into the Board.

#### **TERMS OF REFERENCE**

The work of the PCC is twofold:

- Policy: acting as SEAP's "eyes and ears", identifying issues affecting the public affairs profession, drafting SEAP's position and formulating a campaign around that with recommendations for action
- Effective communication: this is both internal (communicating with members) and external; to EU decision-makers, the media and other interested parties.

The PCC will:

1. Provide timely and strategic advice to the Board on issues of policy that affect SEAP and its members' interests. In particular, such advice will focus on matters concerning the treatment or regulation of public affairs professionals by the EU institutions. The PCC will draft policy statements and position papers.
2. Aim to predict forthcoming policy challenges with which SEAP will be required to engage on behalf of its membership. The PCC will give strategic advice to the board on such issues and on how SEAP can influence the debate, for instance, by providing a forum for discussion.

3. Ensure that SEAP communicates its key messages and concerns effectively to EU decision-makers, the media, other interested parties and its membership through:
  - Developing a communications strategy and a press kit.
  - Ensuring that policy statements and position papers are communicated effectively to all the relevant decision makers.
  - Drafting press releases and compiling press packs in relation to key issues.
  - Maintaining an up-to-date contact list of relevant journalists. Build up relations with key journalists in Brussels.
  - Ensuring that existing communications tools are kept up to date and developed i.e. the SEAP brochure, the SEAP panels and the SEAP web site.
  - Improving communication with SEAP members.
  - Ensuring the public website is kept up-to-date with relevant information about members and events, press releases, relevant EU documentation and so on.
4. Examine, in conjunction with the Code of Conduct Committee, ways of raising awareness of the code among new members, within the institutions and the public in general.