

THE CAMPAIGN METHOD FOR MORE EFFECTIVE STATE GOVERNMENT AFFAIRS

**Track 2: Managing Contract Lobbying for Senior Managers**

Course Textbook

Winning with Lobbyists, Professional edition (Guyer)

"I'm a better lobbyist for the legislature...  
you're a better lobbyist for your lawmaker."

James P. Leahy, Esq., Contract Lobbyist  
Tobin, Carberry, O'Malley, Riley & Selinger, P.C. (former)  
Liberty Square Group (current)

Time	Topic
8:00	Overview of Contract Lobbying Services
8:15	Determining Level of Need for Contract Lobbying Services
8:45	Determining Which Contract Lobbyist May Be Right for You
9:00	Finding the Right Contract Lobbyist
9:15	Engaging a Contract Lobbyist
9:30	Negotiating and Managing Fees
10:00	Ethics Laws for Lobbyists and Clients
10:15	Break
10:25	How to Be an Effective Principal's Representative
10:40	Activity 1: Principal's Representative Job Evaluation
11:00	Structuring the Contractor-Principal Representative Meeting
11:10	How to Evaluate Contract Lobbyist Job Performance
11:20	Activity 2: Contract Lobbyist Job Evaluation
11:50	Conclusion, Q&A, Course Evaluation

Note: Appendices 1-7 Management Documents referred to throughout seminar.