

Public Affairs & Government Relations



SERVICES

Strategic Advice

- Political analysis
- Strategy development
- Messaging
- Concept implementation

Access and Content

- Stakeholder identification and analysis
- Agenda setting
- Positioning
- Contact programmes

Navigation

- Advice on political processes
- Navigation in political landscape
- Targeting relevant political actors
- Contacts to media – print, broadcast, digital

Digital Public Affairs

- Strategy around digital and social media
- Monitoring and audits
- Influencer mapping
- Positioning strategies and tools

Client Cooperation

- We believe in integrated structures for most effective public affairs and fast decision-making

About FTI Consulting

FTI Consulting is a global business advisory firm with more than 4,400 employees in 27 countries on six continents that provides multidisciplinary solutions to complex challenges and opportunities. With the expertise of leading professionals, combined with sector knowledge, we are committed to protecting and enhancing the enterprise value of our clients. We organise and implement results-focused, research-driven programmes that support your business objectives.

FTI Consulting's strong Strategic Communications team in Germany spans three offices in Berlin, Frankfurt and Munich and includes more than 40 professionals, drawn from a range of backgrounds including political spokespeople, IR officers, journalists and campaign specialists.

Our expertise in Public Affairs

In an increasingly regulated environment, where managing and mitigating political risk is an essential component of corporate governance and strategic business planning, we ensure the voice of business and industry is heard by policymakers.

Whether facing government challenges, entering new markets, pursuing an M&A transaction or strengthening brand positioning in policy centers, our team combines the public policy, capital markets and sector-specific expertise needed to address policy and regulatory challenges in key capitals across the globe.

The heart of FTI Consulting's public affairs practice in Germany is based in Berlin, where an experienced team with a strong political network is plugged into Bundestag and government activities on a daily basis. The team's core areas of focus include strategy consulting, political insights and analysis, stakeholder identification and monitoring.

"As experts in German politics with direct access to government, lawmakers and the media, we make sure our clients' messages resonate where it matters in Berlin. Successful public affairs means to find and explore the common ground between business and politics because, in the end, all business is politics."

MARTIN KOTHÉ
Managing Director Public Affairs Germany

Our approach

With excellent access to political decision makers, journalists and other relevant key players, FTI Consulting's public affairs practice follows a proven multi-stakeholder approach with tailored targeting of all relevant audiences. In addition to the team's core competence of creating sustainable relationships between businesses and politics through strategic communications, FTI's public affairs practice also advises on the increasingly relevant area of digital public affairs.

Closely integrated with FTI Consulting's public affairs teams in Brussels, London, Paris and Washington, we ensure the right messages are delivered at the right time through the appropriate channels. Collectively, we offer a service unlike any other.

SELECTED EXPERIENCE



Our team

Public Affairs & Government Relations



Martin Kothé

Managing Director | +49 30 288 744 220 | martin.kothee@fticonsulting.com

With over 25 years' experience in journalism, political communications, and consulting, Martin advises companies seeking relevant impact with politics and politicians. He founded FTI's public affairs practice in Berlin in 2010. Previously, he served as spokesperson for German Federal President Horst Köhler. He also headed the communications and media team of the German liberal party, FDP. Starting his career in journalism at the BBC's World Service in London, Martin has also worked as a senior parliamentary correspondent for Germany's news channel n-tv.



Caroline Ledosquet

Senior Director | +49 30 288744 240 | caroline.ledosquet@fticonsulting.com

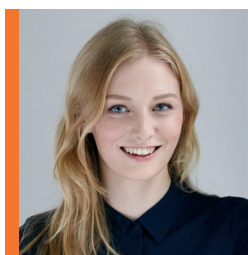
Caroline joined FTI Consulting's London office in 2000 and advised clients from various sectors in strategic communications, initially focussed on financial market communication and international assignments. After moving back to Germany in 2005, she supported clients in corporate and change communication. Since 2010, Caroline co-heads FTI Consulting's Berlin based public affairs practice covering predominantly energy, finance and consumer protection policy. Prior to FTI Consulting, Caroline was international communications manager at British Airways plc.



Nikolas Lemke

Director | +49 30 288 744 241 | nikolas.lemke@fticonsulting.com

Nikolas has been advising clients in public affairs and political communications for almost ten years. Born in Hong Kong, he grew up in the north of Germany, and spent his student years in Spain and Canada. Back in Germany, Nikolas started his career in political campaigning, supporting the government of Germany with its nation branding activities. Since he joined FTI Consulting in 2011, he focusses on political aspects of finance, technology and consumer protection.



Sara Buckow

Senior Consultant | +49 30 288 744 242 | sara.buckow@fticonsulting.com

Sara began her career with a traineeship at the European Commission in Brussels before moving to Berlin where she has been advising clients on public affairs strategy since 2013. During her studies in London, Bath, Copenhagen and Berlin she also gained work experience at the Permanent Mission of Germany to the UN in New York and the German Bundestag. She is an expert in digital communications.



Jana Lechte

Consultant | +49 30 288 744 222 | jana.lechte@fticonsulting.com

Jana joined FTI Consulting in 2015. Fascinated by the Middle East, she spent a significant time of her student years in Turkey. After gaining work experience at the European Parliament in Brussels, the German Embassy in Ankara and an NGO, she moved to Berlin to work as a social media consultant and project manager at one of Berlin's many start-ups. At FTI Consulting, Jana mainly advises clients from the finance sector.