

Understanding Scotland's Government, Parliament and  
MSPs: How they work and how to influence them.

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**Influencing and campaigning - briefings, meetings, social media and  
beyond...**

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# So?.....



RELATIONSHIP BUILDING WITH MSPS,  
CIVIL SERVANTS AND OTHER OFFICIALS

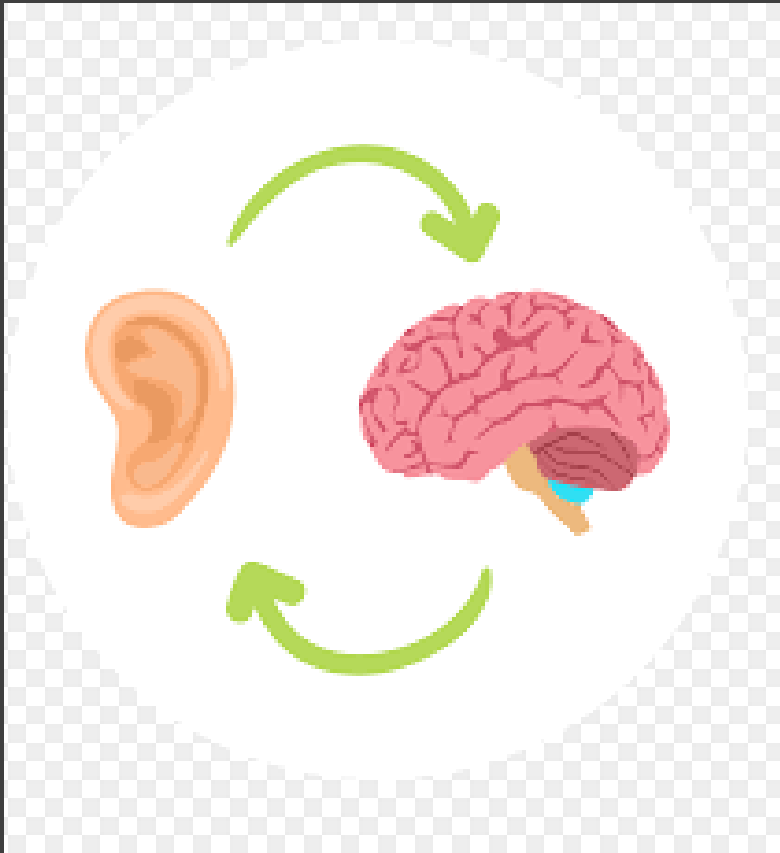


BRIEFING PARLIAMENTARY  
COMMITTEES AND GIVING EVIDENCE



UNDERSTANDING WHAT MATTERS AND  
WHAT WORKS FOR MSPS

# Building up Relationships







## Giving evidence

# Be like Pepper the Robot

- Pepper the robot answered questions from the Education Committee on the fourth industrial revolution and the implications for education of developments in artificial intelligence.
- Pepper gave pre-programmed answers and stuck to the brief!
- No waffle from a robot; no obfuscation; no ambiguity
- Pepper received a round of applause after giving evidence, and Labour MP Lucy Powell quipped: "You're better than some of the ministers we've had before us"



## Understanding what matters and what works for MSPs

- Baillie launched a campaign on access to medicines for cystic fibrosis after her constituent Kelli Gallacher, 27, told of her struggle to get Orkambi, without which she may only have a few years left.
- The pressure resulted in the drugs being made available to the NHS at a discounted rate.



# Influencing?

**I wasn't born a First Lady or a  
Senator. I wasn't born a Democrat.**

# Remember!

YOU CAN GET ANYONE TO DO ANYTHING - AS LONG AS  
THEY THINK IT WAS THEIR IDEA IN THE FIRST PLACE