

# GRAYLING

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## Client Contact

Russell Patten, CEO Brussels/  
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## Website Address

grayling.eu

## Key Specialisms

⊗ Digital Services &  
Technology Hardware

⊗ Food and Drink

⊗ Public Utilities

⊗ Healthcare

⊗ Sustainability & Environment

⊗ Trade

## Brussels Office Since

📅 1989

## Number of Public Affairs Consultants

8 Grayling Brussels employs 35 consultants who collectively speak 14 languages, a key asset in the Brussels multi-cultural environment.

## Key Clients

The European Partnership for Energy and the Environment, Kraft Heinz, SpiritsEUROPE, Honda, OLX, AbbVie.

## About Grayling

### Firm Description

Grayling Brussels is an integrated EU Public Affairs and Communications consultancy. We advise organisations on how to navigate the EU, to be a credible leader, and to identify solutions to policy and legislative challenges. We offer tailored services including political intelligence & monitoring, advocacy & strategic advice, perception surveys, public relations & social media campaigns, trade association & events management. Our offer is structured around 7 policy poles ensuring the depth of our expertise: energy, environment, food, health, ICT, transport and trade. In 2019 Grayling was named Public Affairs Consultancy of the Year at both the Global SABRE awards and the SABRE Awards EMEA. Our Brussels team also won Consultancy of the Year and the award for "Lobbying the European Parliament" at Public Affairs Awards Europe 2019.

### Ownership Structure

Grayling SA is established in Belgium and is part of Huntsworth, an international Communications group.

### International Structure

Grayling Brussels is the hub for the largest PA-owned network across Europe, with our 28 Europe-based offices. We also regularly link up with our global PA network located in Washington D.C, Asia, and Middle East & Africa.

### Key Strengths

Our people who provide the policy but also the services expertise combined with tried and tested methodologies. We believe that every client is different. With our own advocacy methodology, SONAR, every campaign has its own tailored strategy and implementing actions.

In addition to our "traditional" Public Affairs services, we provide: Training: we train C-level executives in both Public Affairs & Media Relations. We take them through the ins and outs of PA and PR and provide tips to efficiently run a series of meetings with EU decision-makers or take part

in a media interview. Multi-market hub: we serve as the hub for multi-market accounts with our teams combining international thinking with local market understanding. Together with our UK colleagues, we run the Grayling Brexit Unit, providing clients across all industry sectors with strategic advice and tailored advocacy campaigns on all facets of Brexit. And finally, our new Events & Marketing Practice which provides a dedicated team to support our client teams in developing impactful, creative and value-added services.

### Thought Leadership

As part of our Creating Advantage Series, we examine the reputational and regulatory challenges that organisations face and how these can be overcome. Every month, our teams of policy experts organise events to discuss with industry, NGOs and the EU institutions how specific EU topics impact businesses. Since 2016, our Brexit Unit has established a leading forum for dialogue – the Grayling Brexit Club – to encourage open debate and discussion between businesses, decision-makers and other stakeholders. Today and for the foreseeable future, we will be focusing on advising businesses on how to get the best out of a future trade deal between the UK and the EU. We've also been leveraging our expert partners across Europe and in the US to organise webinars on key issues, such as President Trump's Trade War. Finally, we are very proud to run the @TheEUlobby Twitter account with our 10,000 followers.

### Testimonials and why clients like to work with us

The Grayling team immediately understood the business-critical issues we were faced with, and the urgency with which we needed to address them. The team is dedicated, passionate, solutions-oriented and professional- always a pleasure to work with!

Samuel Laurinkari, Head  
of EU Affairs, eBay



# GRAYLING

## BRUSSELS

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### WINNER

Brexit Campaign of the Year



**Consultancy  
of the Year**

Grayling Brussels is an award winning consultancy with the largest wholly-owned PA network across Europe, from Edinburgh down to Sofia, and from Madrid across to Moscow.

### The EU Public Affairs Hub

We offer a wide range of services tailored to our clients' needs and expectations, with expertise incorporating energy, environment, food, health, new technologies, transport, trade – and everything in-between! Our multinational and multilingual team sets out to identify solutions which can create tangible and measurable advantage for your business.

*We'd love to discuss what we can do for you.*