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Brussels Office Since

📅 2021

Number of Public Affairs Consultants

👥 6

Key Specialisms

- 📌 Association Management
- 📌 Public Affairs Management
- 📌 Public Affairs Technology

About Advocacy Strategy

Firm Description

Advocacy Strategy is a specialized management consultancy dedicated exclusively to the professionalization of Public Affairs. We help corporations, trade associations and NGOs transform their PA functions into efficient, structured and measurable strategic assets. Through our proprietary PA Pro System, including audits, digital PA management, advisory, technology/AI adoption and professional training, we help PA leaders deliver the performance boards expect from all critical business functions. Our team operates globally from Brussels and Madrid, with a track record across over 40 countries.

Ownership Structure

Private.

International Structure

Brussels, The Hague, Madrid plus network of partners

Key Strengths

Advocacy Strategy occupies a unique position in the Brussels market. We are not a lobbying firm - we are a management consultancy. Our mission is to make Public Affairs Teams better - permanently. We utilize an integrated methodology which puts an end to inefficiencies, siloed data, scattered tools, reactive engagement and piecemeal reporting.

Our five interconnected service areas are:

Efficiency - A rigorous Health Check audit of PA structures, processes, capabilities and budgets against global best practices, delivering an actionable change roadmap with implementation support.

Technology - Expert guidance on digital tool selection, AI adoption, integration and migration. Eliminating PA tool overload and built to deliver measurable efficiency gains.

Management - With the PA Pilot process we design bespoke, platform-agnostic digital PA command centers that deliver oversight, one-click reporting and cross-market coordination.

Advisory - Within our Compass services we support clients with interim PA leadership and senior advisory encompassing political positioning, geopolitical risk, advocacy strategy or campaign optimization.

Training - Our Advocacy Academy delivers the most comprehensive international PA training platform, enabling scalable upskilling, shared professional standards across markets, faster onboarding and knowledge retention decoupled from individual team members.

We work with organizations building or restructuring in-house PA capacity, trade associations seeking sharper strategic direction and any organization determined to demonstrate that Public Affairs delivers real, reportable business value.

Key Clients

(2025-2026) Syngenta, Twilio, EURIMA, RockWool, Croplife International, Coca-Cola, CEVA Santé Animale, XERO, Nestle Purina, Tyres Europe.

Professionalizing Public Affairs

From Risk Management to Strategic Advantage