



Government Affairs & PR Services

Information where it matters...

Decisions taken and policy adopted by Brussels, Dublin or at local level, impact on company competitiveness. In fact, nearly 80% of domestic economic and social legislation emanates from decisions taken at EU level. EU rules create additional compliance burdens which often affect company competitiveness.

Against this background, one of EPS Consulting's most important roles is to assist clients in their interaction with the public sector and the political system.

We do this by working with clients to explain legislation and policy proposals that will impact on operations.

We provide an expert lobbying service to enable your business to put forward its case at a political level.



We also provide a tailored tracking service that monitors areas of interest to our clients including State Aid, financial services, taxation, trade, environment, consumer protection, social policy, transport, energy, telecoms and pharmaceuticals.

TRACK RECORD

We have successfully completed the following assignments:

- **Submissions to Government** covering emissions trading, NDP, packaging, healthcare and licensing of entertainment venues, social proposals, business research.
- **Budget proposals** on betting tax, tax credits for R&D, tax credits for affordable housing.
- **Changes in legislation** including TV sports rights, postal regulatory issues, broadcasting, insurance, pharmacy, and the need for a unique Nightclub Licence.
- **Publication of Monthly Legislation tracker** for clients use.
- **Interaction with Government**, assistance to clients in accessing the proper channels in Government, helping to build relationships and find areas of mutual benefit.
- **EU policy**, including Internal Market complaints, financial services and EU environmental issues

- **EU funding**, including assistance in relation to completion of project applications under the Seventh Research Framework
- **EU State aid**, including Ryanair's Charleroi case, the thoroughbred industry sector, environment and energy taxation
- **Competition issues**, including submissions to the Oireachtas in relation to the Groceries Order as well as numerous submissions to the Competition Authority on a wide range of competition issues



PUBLIC RELATIONS & MEDIA ADVICE

Effective communication is an essential part of any business. The ability to get your message across to the right people can play a pivotal role in your success.

Working closely with clients, EPS Consulting helps to devise PR and media campaigns and strategies that match the needs and size of the organisation. Our services cover a broad range of areas and caters for all communication needs. Whether it is just advice on publications and preparation for interaction with the media or instigating a full public relations strategy or campaign, EPS Consulting will work with your business to deliver the results you need.

Working with the media can bring great benefits to your business. However it can also be a difficult and challenging proposition. EPS Consulting can assist you in building a strong profile and a positive relationship with the media through:



- Working as your dedicated PRO
- Preparing press releases
- Writing feature articles

- Organising press conferences
- Preparing media packs and briefings for journalists
- Meeting with media on your behalf
- Preparation for Interviews
- Advice on how to meet the journalists' needs in various media

CRISIS MANAGEMENT

Dealing effectively with a crisis is a critical part of the modern business environment. EPS Consulting can assist clients by helping them to prepare for such events.

We work closely with our clients to identify possible threats and to ensure that in so far as possible they are ready to deal with them. If such events do occur EPS Consulting will always be ready to assist and to guide you through what can be a very difficult and stressful time for any enterprise.

CORPORATE SOCIAL RESPONSIBILITY

EPS Consulting has worked extensively in the field of CSR most notably through our work with the Good Corporation Standard.

We assist clients in developing strategies and programmes that are in keeping with their own business objectives and also allow them to fulfil their obligations to the communities in which they operate.

INTERNAL COMMUNICATION

The first and most important step in any communications strategy is to ensure that there is a strong network and forum for internal communication. Maintaining a quality flow of communication with employees and staff is essential for future development.



EPS Consulting can carry out an audit of current communications and help to develop new ways to improve your internal communications, ensuring that everyone who works for the success of the business feels a part of it.

OUR TEAM

JONATHAN FALLON - DIRECTOR OF GOVERNMENT AFFAIRS



Jonathan's particular areas of expertise include government affairs, advocacy and public relations. He provides policy and strategic advice to a variety of clients on public affairs issues, and is responsible for relationships with Government

Departments, the Oireachtas, media and the public sector generally.

Jonathan has significant practical experience within politics and the private sector. He has been involved in a number of projects

including the preparation of advocacy documents, public affairs campaigns, issue tracking and research reports.

Prior to joining the company, Jonathan worked in the financial, accounting and banking sectors and has worked on various projects for political parties including market research, communications campaigns, media monitoring and organisation of local and national campaigns.

Jonathan has extensive experience of both radio and television interviews and has participated and advised on many of these in the past. He studied Business Management at Dundalk IT and is a member of the Irish Academy of Public Relations and the Public Relations Institute of Ireland. He is the author of a book entitled "Party Time" that looks at life in politics at local level for the ordinary person and details the impact of local knowledge and influence on the political process.

**PETER BRENNAN -
MANAGING
DIRECTOR**



Peter's particular areas of expertise include evaluation studies, strategic planning and public policy. He has a unique mix of public and private sector experience at both national and international level over a 35 year period.

In his initial career he worked on EU Affairs with the Departments of Industry and Commerce and Foreign Affairs. Prior to setting up A&L Goodbody Consulting in 2001, Peter was a Director of IBEC and was also Director of the Brussels-based Irish Business Bureau (1986-2001). He advised IBEC's Policy Committees, industry sectors on EU developments and enterprise strategy during this period. He represented the employer bodies in relation to the National Development Plan.

Peter was also responsible for strategic policy and the implementation of IBEC's Organisation Plan. He is a recognised expert in relation to public capital projects and policy development, as well as State Aid issues, and has a track record in securing public and EU funding for projects.

Over the past five years he has successfully completed projects for Government Departments, the Oireachtas, State Agencies, Local Authorities and a wide variety of private sector clients. He holds a B.Sc in Public Administration from Trinity College and is completing doctoral research on EU Cohesion Policy.

Peter is an elected member of the Executive Committee of Dublin Chamber and chairs its 'Competitive Dublin' Policy Group. He is also the Chair of the Institute of European Affairs Research Committee and chairs its EU Climate Change Project, and is an active member of the Small Firms Association and the Institute of Management Consultants of Ireland.

CONTACT US

If you have any queries on the services mentioned in this brochure, please do not hesitate to contact, Jonathan Fallon, directly on 087-6202297.



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