



interel
ADVANCING INTERESTS

GOVERNMENT RELATIONS & PUBLIC AFFAIRS PRACTICE

WASHINGTON, D.C.

Polarization. Disruption. Risk. At Interel, we understand the challenges these mounting complexities pose to your mission, business and government affairs agenda. All organizations large and small are affected by the social and political environment. The most successful ones know how to shape it.

As the world's largest independent, global public affairs and association management consultancy, Interel is at the nexus of business, policy, and advocacy. For more than 35 years, our consultant teams and affiliates worldwide have helped devise and deliver successful solutions and outcomes for policy and regulatory challenges facing corporations, associations, and professional societies worldwide.

Located in downtown Washington, D.C., the consultants of Interel US provide government relations, public affairs, association advocacy, and global advisory services to leading Fortune 500 companies and leading non-profit organizations. In addition, Interel US serves as a global gateway for U.S.-based clients seeking international support from Interel's worldwide footprint covering 70 markets through its offices and the Interel Global Partnership (IGP), the largest independent network of public affairs firms.

Public policy is never formed in a vacuum. Whether it's federal, state, or global, Interel US can help your voice be heard and advance your interests on issues and policies shaping your world.

**Empowering you to grow
and shape public policy.
Globally.**

SCOPE OF SERVICES

- Direct Lobbying - Legislative & Executive Branches
- Grassroots & Grasstops Engagement
- Issue Campaigns
- Issue Management & Legislative Tracking
- “Fly-in” Meeting Programs in Washington, U.S. State, & International Capitals
- Message Development & Position Papers
- “Advocacy University” Member Education Programs
- Government Relations/Public Affairs Capacity Building
- Global Government Relations & Public Affairs Representation

CORE POLICY AREAS

Healthcare

Interel has over three decades of experience advancing clients' interests in the ever-changing healthcare sector. We routinely influence healthcare legislation and regulation, provide issue management, and manage advocacy campaigns covering the federal and state levels. Areas of expertise include emergency medicine, health insurance reform, Medicare, Medicaid, HIPAA and more.

Technology & Cybersecurity

We have particular experience in cybersecurity, government procurement and e-commerce as well as emerging technologies, telecomms and the media. Specific to emerging technologies, we are working in a variety of areas including AI, the Internet of things, and quantum computing. In the data and privacy area, we help shape policy that impacts our clients, both from a business perspective and an individual member perspective. Rather than looking at each of these issues in a silo, we specialize in providing insight into the totality of these innovations and how each is interconnected from a policy standpoint.



Transportation & Aviation

Transportation is the life blood of the domestic and international economy, moving people and goods by land, air, and waterways that are subject to a myriad of policies and regulations. At the same time, innovation and disruption have become synonymous with mobility and transportation such as autonomous vehicle technology, developments in air mobility and micro-mobility in urban spaces, the proliferation of ride-sharing, and even the commercialization of space. Our specialists help clients stay ahead of regulatory changes in this sector that is transforming society.

Trade

The Interel US team helps clients navigate the changing trade winds to manage both business risks and opportunities stemming from shifting trade policies and tariffs. Interel US consultants provide strategic counsel on engagement on Section 301 and 232 tariffs as well as the general trade activities between the U.S. and other countries on both a multi-lateral and bi-lateral basis. Interel is able to inform business decision-making and represent your organization on trade issues with Congress, the United States Trade Representative, the Department of Commerce or the White House.

CONNECT

In a world of competing stakeholder agendas, we create and nurture the essential relationships that advance your government relations strategy locally and abroad.

INTERESTS

CASE STUDY

BUILDING A GLOBAL PUBLIC AFFAIRS FUNCTION

Following a corporate re-organization, a leading global manufacturing company asked Interel to conduct an in-depth audit of the company's public affairs activities and develop an integrated, cross-functional global public affairs function working across regional business clusters worldwide. Previously, public affairs activities were not strategically coordinated across business lines and inconsistent across borders.

As part of this engagement, Interel led a multi-stage review of the company's public affairs structures, processes, job descriptions, case examples, and overall capabilities. The evaluation involved soliciting input from employees who participated in public affairs activities through questionnaires and on-site workshops. Areas of focus in the evaluation included:

- Alignment of business and public affairs goals
- Public affairs team organization and internal communication
- Cross-functional and cross-border collaboration
- Functional roles and responsibilities
- Skills and training needs

Subsequent to the three-month review, Interel assisted the client to set up a global public affairs function with established and stress-tested issue management processes, training and knowledge management programs, and an integrated organizational structure with updated role and responsibility descriptions.



CASE STUDY

AMERICAN AMBULANCE ASSOCIATION

American Ambulance Association (AAA) is the primary national trade association for the companies and agencies which provide emergency and non-emergency ambulance services. The Medicare add-on payments the ambulance industry receives to supplement the below cost reimbursement for services were set to expire in 2018. Interel US, in partnership with AAA and lobbying partners, spearheaded efforts to successfully achieve renewal of these extenders.

Interel US services included:

- "Fly-in" programs
- Working with House and Senate leadership, Ways and Means Committee, Energy and Commerce Committee, Senate Finance Committee, the administration and individual members of Congress
- Message development to ensure consistency throughout the process

As an outcome of these efforts the team successfully secured a temporary increase in ambulance funding over five years totaling \$1 billion. The additional funding secured by this campaign enables ambulance service companies and agencies to continue to provide vital medical care and first responder services to communities around the U.S. The Medicare funding relief was signed into law on February 9, 2018, as part of the Bipartisan Budget Act of 2018.

ACHIEVE

Across our international markets we support multiple disciplines and sectors. Interel's team of public affairs and association management experts listens carefully about the challenges you face and delivers bespoke services with results that help reach your goals and affect greater change.

CASE STUDY

ISACA

ISACA is a leading global association representing professionals in the information and cybersecurity, governance, assurance, risk and innovation sectors and a premier cybersecurity credentialing organization. As a previously unrecognized name on Capitol Hill, ISACA sought to raise its visibility in federal government affairs as a leading resource on cybersecurity and information technology policy.

To achieve this goal, Interel US worked with ISACA and partners to implement a successful engagement program that included:

- Conducting numerous congressional meetings
- Coordinating ISACA member days on Capitol Hill
- Submitting responses to requests for comments on key cybersecurity workforce and risk policy proposals

In a matter of only two years, Interel and ISACA achieved measurable outcomes for our work on behalf of ISACA including the specific citation of the ISACA CSX credential within the Cyber Ready Workforce Act and modifications on cybersecurity and AI language as part of the NIST Reauthorization Act of 2018 which passed the House of Representatives under unanimous consent.



ASSOCIATION REPRESENTATION IN WASHINGTON

For associations and professional societies needing a representative office for operations and advocacy in Washington, Interel US is able to serve as a full-service secretariat with meeting and work facilities within blocks of most major U.S. government offices downtown. Our state-of-the-art office space includes video-enabled conference rooms accommodating 10-40 people, “hot desks” for visiting executives and members, and a fully-staffed meetings team to support special events. Having an Interel-hosted association representative office provides a cost-effective solution to have the physical presence in Washington with full infrastructure, while providing the ability to work remotely.

IMPACT

Integrated to meet your needs globally.
Connected to advise you on regional trends from a “local” viewpoint. **Confident** in our expertise and ability to deliver consistent, innovative solutions with powerful outcomes.

CONTACT US

From an office in Brussels established three decades ago to a global footprint today with offices in seven international capitals, Interel has been proud to help organizations of all types grow around the world with public affairs, government relations, and association management support. Contact us to learn more about how we can help your organization achieve its business goals through effective government relations and public affairs strategies:

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