

WORKING IN POLITICAL CONSULTANCY

PRESENTATION AT WARWICK UNIVERSITY

February 19 2020

Today's agenda

- 1. Context and trends in political consultancy**
- 2. Political consultancy landscape**
- 3. 'In-house' roles**
- 4. Discussion/ Q&A**

2. Context and trends in political consultancy

Context and trends in political consultancy



Origins of political consultancy go back to dawn of parliamentary democracy



Post-Brexit, markets are more focused on key political developments



Before GE 2019, forecasters said UK political risk highest for generation



Key current risks include potential December 2020 Brexit 'cliff-edge'

3. Political consultancy landscape

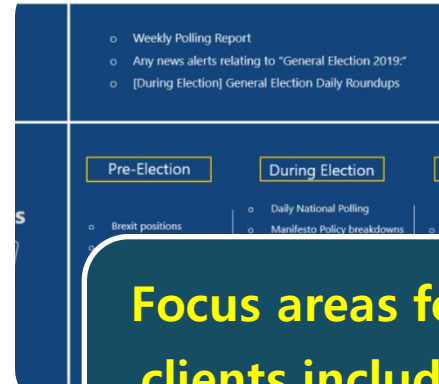
Key drivers of political consultancy landscape



Growing political consultancy market centred in Westminster



Clients tend to come from private sector, but also third and public sector too



Focus areas for clients include political monitoring, and counsel/ advice



Consultancies tend to have the most entry level jobs in research and analysis roles

4. 'In-house' roles

Trends in in-house political roles



There are a growing number of 'in-house' political roles



Key sectors include banks, energy, pharma, and insurance



Key functions include political monitoring, and briefing senior staff



Political staff often work as part of wider communications or strategy teams

5. Post-presentation discussion

