



**Dr. Panayiotis Ch. Theodorakopoulos**

**“Lobbying as an Aspect of Public Diplomacy and the Construction of Dynamism as a Nation Image Attribute”**

This presentation aims to discharge the term “Lobbying” from the perceived pressure and competitiveness it has usually been regarded as entailing. Thus, we could view lobbying as a first class vehicle for the performance of a “three tier” communication, following Murrow’s terminology. The warmth of personal communication and contact forms the only available basis for exercising Public Diplomacy in national, international and non-governmental organizations. It is vaulting horse, but also a challenge, for the representative of any government, organization or even company to make his country attractive. The attractiveness of a country is a definite source of Soft Power according to Nye. Of course in the present era of informatics, the spread of the Internet has a multiplier effect with respect to the dissemination of this image of charm. But the heart of Lobbying lies with personal contact.

Under the type of Lobbying described above, which has also been termed Beltway Lobbying, the representative of a government or organization must: (a) have a vision, sort of an “ultimate goal”, for the image of the dynamics and singularity of his country impressed in the mind and heart of his interlocutor; (b) depending on his interlocutor, use a suitable blend of approaches, (c) use the salesman rule, AIDA+C, placing special weight on “C” (Credibility), meaning that substance must justify image and (d) make his interlocutor see a “win-win” opportunity.

**CV**

Dr. Panayiotis Ch. Theodorakopoulos, Honorary Ambassador, has served, amongst other places, in Washington, with the Congress being his area of responsibility, Moscow, Montreal, Libya and the United Arab Emirates. In the Central Office he has served as Officer for Aeronautic Affairs and Head of the Cyprus Unit. In the private sector he has been involved in advertising. He has published books on the American Congress, the American High Court, Political Marketing and Lobbying, as well as Propaganda.