

hanover

Steps
to navigate the
2024 Elections



Introduction

Countries with around half the world's population are going to the polls in 2024. More people are voting this year than in any other in history. 'The Year of Elections' is already everyone's phrase of the moment – but what does it mean? And what actually matters for businesses as these contests go down to the wire?

Companies have a lot to sift through as they track threats and opportunities and at a time in which they are trying to rewire their strategies for the long-term. The most resilient businesses are those that understand where they are exposed and can adapt to changes that these moments bring. That could be a Known Unknown already driving the political conversation, or an Unknown Unknown that will erupt during a campaign.

This guide has been developed to help you prepare your business for this historic year.

01.

Be Aware

Leverage bespoke monitoring and intelligence services to gain an insider advantage of upcoming changes and challenges.

At Hanover, we deliver updates and analysis on the most recent developments and anticipated future priorities and actions at the UK & EU level.

Our insights are timely, and tailored to your organisation's needs.

02.

Know your Audience

Effectively shape your engagement strategies by mapping and understanding your potential allies, seizing opportunities as they emerge.

At Hanover, we combine cutting-edge data-driven AI technology with our expertise to meticulously map out the profiles of incoming MEPs & MPs. We delve into their likelihood of being (re-)elected, their backgrounds, and areas of interest to develop bespoke stakeholder mapping.

03.

Know Where You Stand

Understanding how you are perceived is
key to successful engagement.

Our comprehensive perception audits provide in-depth analyses of how your audience views you, your actions, and your messaging. We identify the strengths to build upon and weaknesses to address. These audits lay the foundation for effective strategic planning, allowing you to craft targeted communication and engagement strategies that resonate with your audience.

04.

Strategise

Strategic planning isn't a one-time event but an ongoing process, constantly evolving to meet new challenges and seize fresh opportunities.

Our strategy development service is designed to help you formulate a targeted and effective public affairs strategy, drawing from the deep political knowledge and insights of our senior advisor team.

05.

Refresh your Message

Ensure that your policy messages are compelling, memorable, and specifically tailored to your audiences.

We offer a comprehensive review of your current messaging, pinpointing its strengths, identifying gaps, and benchmarking it against positions of other key (institutional) stakeholders in pertinent debates. Our collaborative sessions help you to set up a robust message house that will shape and drive your narrative to make a meaningful impact.

06.

Engage with Purpose

Seize the opportunity to lead and set standards, rather than just adapt to changes.

Our experienced senior advisors delve deep into the intricacies of the election process, as well as providing strategic guidance for the critical six-month period following the elections. This comprehensive approach ensures that you are optimally positioned during this transitional phase and are prepared to navigate the evolving political landscape effectively.

07.

Boost your Profile

Well-crafted campaigns can shape public opinion, influence policy decisions, and drive legislative change.

Our policy communication specialists are dedicated to achieving organisational goals through the development of intelligent, impactful campaigns that leave a lasting impression.



FIND OUT
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