

GPLUS

**Getting your
message heard**



Introducing GPLUS

GPLUS joins the dots. We connect the right people with the right skills and the right message

GPLUS has been built with integration and flexibility at its core, working together as one team across four capital cities, and with a network of partners around the globe.

We are truly multinational and multilingual with a team of 20 nationalities, and whilst we come from different backgrounds we share a passion for politics, an understanding of the power of communication and a commitment to excellence. Together we protect reputations, build compelling arguments and manage and mitigate risks for our clients.

We make the connections. We are GPLUS.

Our values

We understand the importance of experience, excellent networks and sound judgement

Our team are experts. A diverse team of skilled professionals, we mix the most experienced former politicians, officials and journalists with the best young talent, policy analysts, digital strategists, and creative story tellers. We combine our knowledge, networks and know-how, to support our clients to achieve their goals.

GPLUS prides itself on offering clients a senior-heavy team. We do not function on the basis of a pyramid agency model, where you rarely see the senior consultants. We guarantee day-to-day involvement of our senior advisors, whilst also providing enough manpower and flexibility to efficiently run both large and small projects.

We value teamwork and build real partnerships with our colleagues and clients working across borders, languages and time zones every day. We organize ourselves in client teams, not sector practices, to make sure each client is at the heart of everything we do.





How we help

We are local experts with global reach

We help solve complex political problems. We get enthused where public policy meets – or clashes – with the aspirations, commercial interests, or license to operate of our clients.

We live in an increasingly interconnected and interdependent world, where borders are no longer barriers. We understand national, European and global politics, how they interact, and where they pose risks and opportunities for business.

Whilst many of our clients are international players who need a global message, we ensure local flexibility and impact, and never lose sight of the big picture.





Managing political & regulatory risk

A single legislative amendment can close down or create entire markets, while political hostility can scupper a business deal, foreign take-over bid or investment

We help our clients identify when a news story, an alteration in political balance or a change of guard is likely to materialise into a specific risk. And we advise them on what they should do about it.

Our approach is always custom-made, always driven by the best insights and analysis, and executed with passion and commitment.



Building coalitions and high-impact campaigns

GPLUS offers a fully integrated approach to political communication and campaigning, combining research with traditional lobbying, media relations and digital insight

Winning an argument and making an impact often requires mobilising support among citizens, civil society, experts and ultimately decision makers.

We will work with you to build a network of support, advise you how to navigate the political environment and help you understand how policies are really made.

We set realistic ambitions, spot obstacles or opportunities early enough for you to make a difference and gather upstream intelligence to give you a head start.

Above all, what drives us is securing tangible outcomes for our clients.



Litigation & crisis communications

Whether it is a merger, antitrust or trade investigation, a product safety matter or regulatory clearance, the financial and reputational stakes involved are often exceedingly high

We are experienced negotiators on complex trade, regulatory and competition cases. We often work in multidisciplinary teams - alongside lawyers and economists - playing a leading role in trying to secure a beneficial, negotiated outcome to a complex regulatory problem.

We can do this because we know how to build relationships, to create a climate of mutual understanding and trust. And our multinational team is well-placed to handle negotiations in a multicultural environment.



Helping you to tell your story

We know your audiences and how to talk to them. We will help you to position yourself as a leader in your sector

We are renowned for our creativity and willingness to challenge common preconceptions. We can help you define your objectives, put together a strategy, align your narrative and plan your actions. We have substantial experience in dealing with the news-making machine. Whether you are in a crisis, anxious to make a point or looking to build a reputation, we can help you to make your voice heard where it counts.

Becoming a respected member of the policy community makes it easier to anticipate, shape and, if necessary, counterbalance upstream policy thinking.

Whatever the vehicle – an interview, event, opinion piece, or a social media or digital campaigning – we can guide you through the maze of sensitivities and past pitfalls, ensuring that the right message reaches the right time.

Contact us



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