

A DAY IN THE LIFE OF A LOBBYIST, POWERED BY PRO



_NAME
CARA JOHNSON

_ROLE
LOBBYIST

_INDUSTRY
ENERGY

_FOCUS
RENEWABLES

Cara is a Director of Government Relations for a renewable energy firm—lobbying for alternative energy sources like solar power. POLITICO Pro gives Cara news, analysis, and tools to stay informed and achieve policy goals.

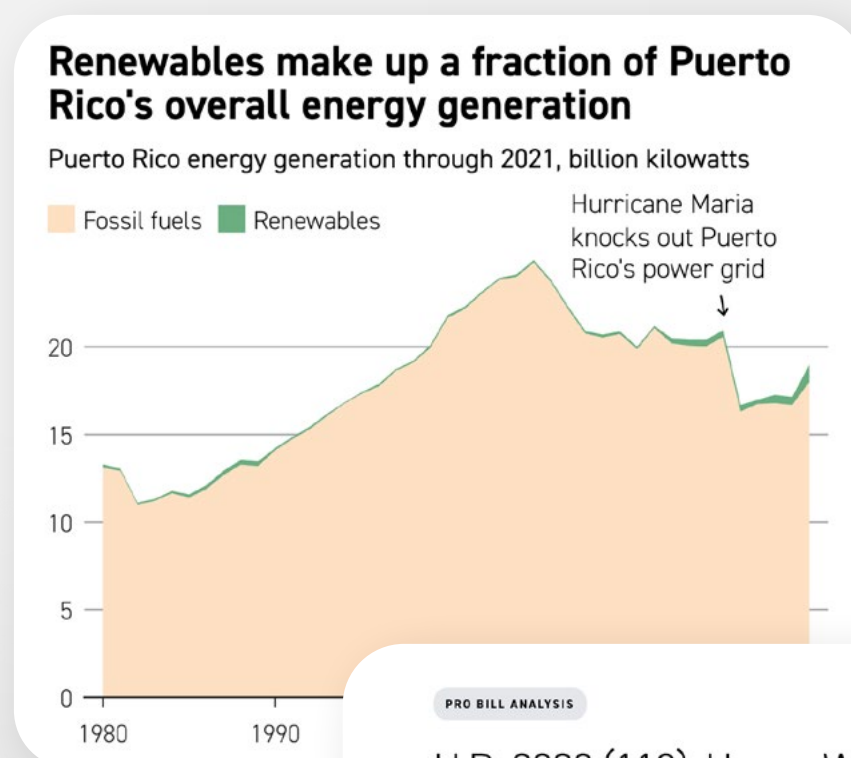
Tailored news
Access to industry-specific news helps Cara stay informed on energy politics and policy.

9:00AM
At the firm's first briefing of the week, Cara presents an overview of her findings to the team.

9:30AM
After a strategic discussion, they plan next steps on how to approach key stakeholders.

7:00AM
Cara opens POLITICO Pro's Morning Energy in her inbox to catch up on daily energy policy updates.

7:30AM
Cara logs in to the Pro platform to check bills she's been tracking, like the Inflation Reduction Act.



PRO BILL ANALYSIS
H.R. 3938 (118): House Ways and Means advances GOP's three-bill tax package

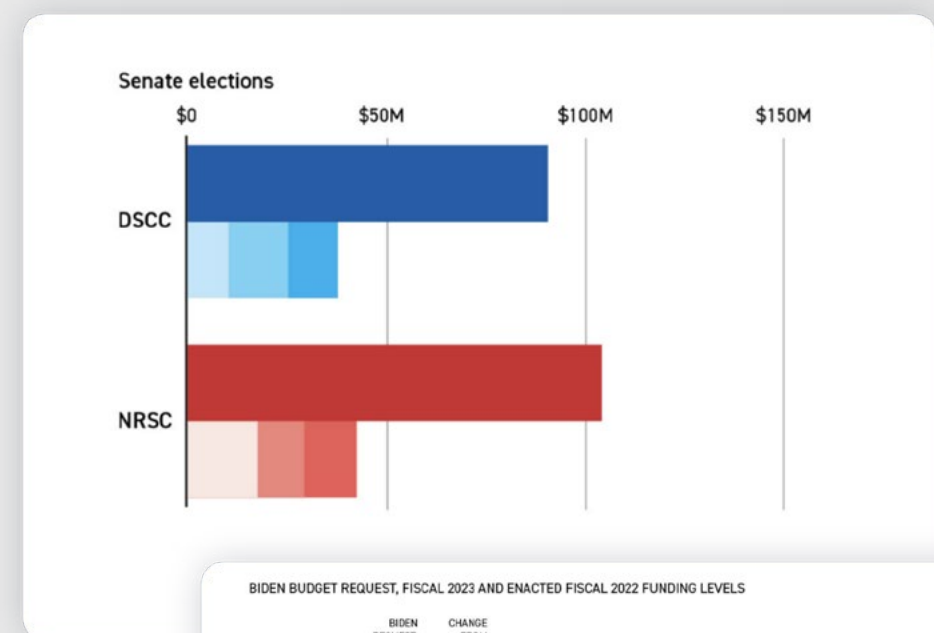
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Deep insights
Resources keep Cara up to speed so she can advocate with a current view of her industry's landscape.

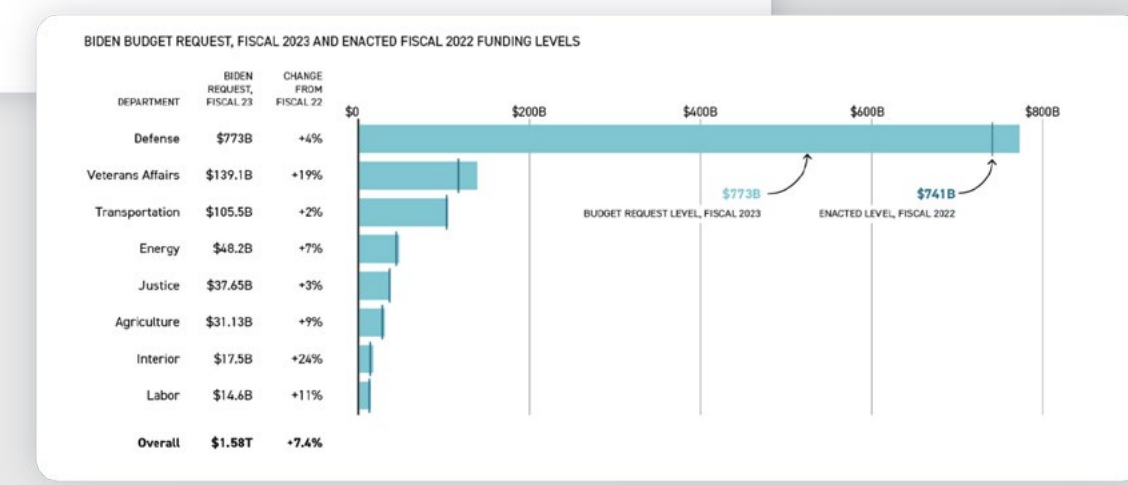
Stakeholder Management and Directories
A view of lawmakers, regulators, and staffers lets Cara stay on top of key players, and track how they impact her firm.

11:00AM
Cara contacts and meets the policymakers and staffers on her list, organized and tracked in Stakeholder Management.

3:00PM
Meeting notes are captured and shared through Pro, where she can assign follow-up tasks for her team.



Research tools
One place to see bills and compare versions to understand relevant policy issues as they develop.



GOALS

- FIND**
Find House and Senate committee members in energy, resources, and commerce, and advocate for legislation supporting alternative energy sources
- PLAN**
Plan campaigns and lobbying strategies to influence regulation on renewables, and keep close tabs on tax credits
- RESEARCH**
Research and analyze legislation and inform the firm on relevant, timely opportunities that could accelerate the adoption of renewable energy

4:00PM
After a conference committee meeting for an important energy bill, she compares the bill in Pro—noting updates that may cause issues. She then uses Pro Projects to share notes with her team.

6:00PM
At a fundraising event, Cara meets new, critical decision makers and gathers their contact information. Afterwards, she digs in deeper into their roles and voting records for energy bills.

A SINGLE PLATFORM with breaking policy news

3000+ data visualizations

DIRECTORIES for federal and state

CUSTOMIZED to policy areas and needs

