

Communicating
successfully in a
changing political
landscape

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1. Some facts and figures

2. Eight principles for public affairs under a coalition government

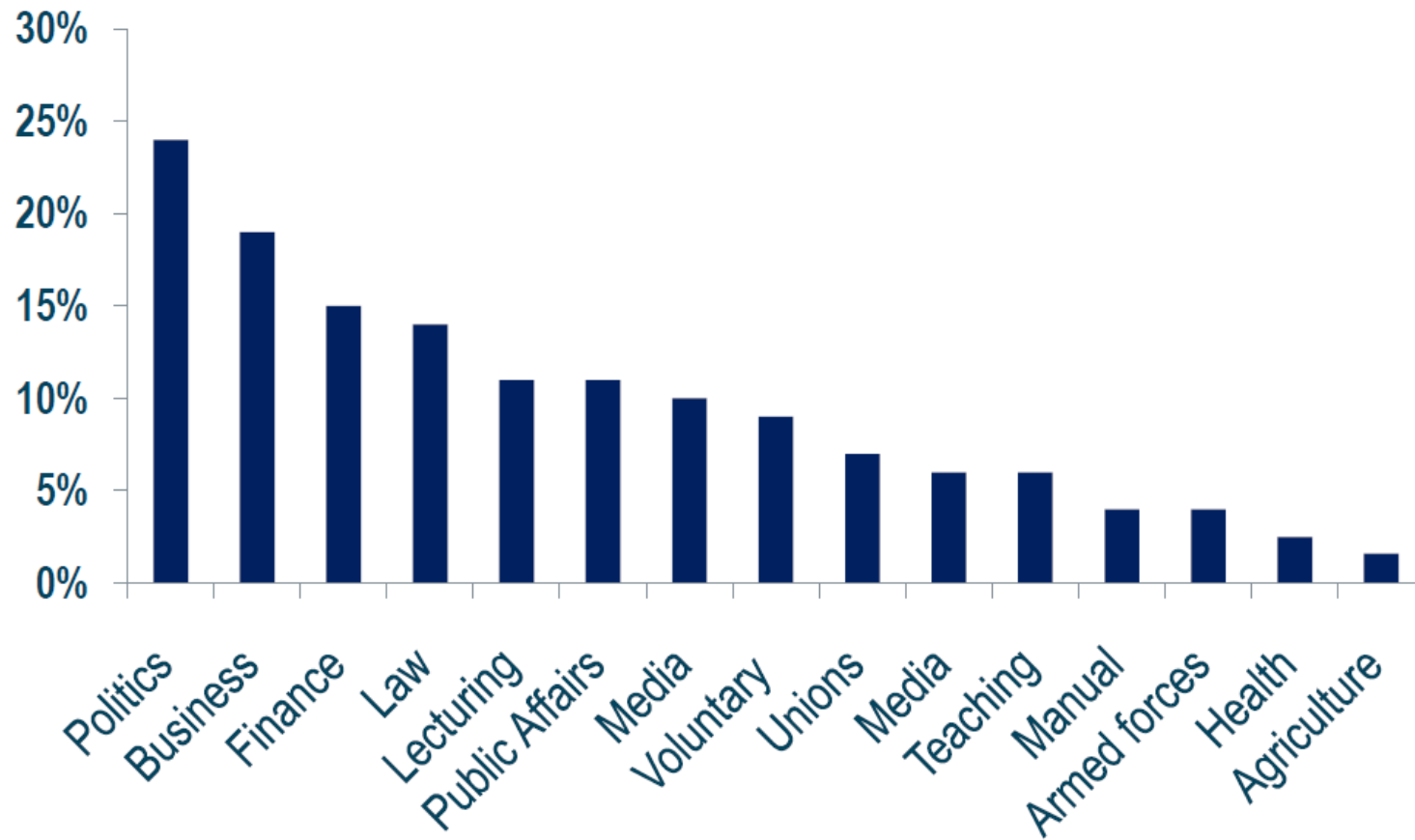
3. Discussion/debate

4. Go home (or back to the office if you're feeling worthy)

Final election result

	% of vote	seats
Con	36.1 (+3.8)	307 (+109)
Lab	29.0 (-6.3)	258 (-98)
Lib Dem	23.0 (+0.9)	57 (-5)
Other	11.9 (+1.6)	28 (-2)

Professional background of new MPs



Profile of the Commons

	2005 election	2010 election
Female MPs	123 (20%)	142 (22%)
Ethnic minority MPs	14	26
Average age	50.6 years	49.8 years
University graduates	75%	90%
New MPs	18%	35%

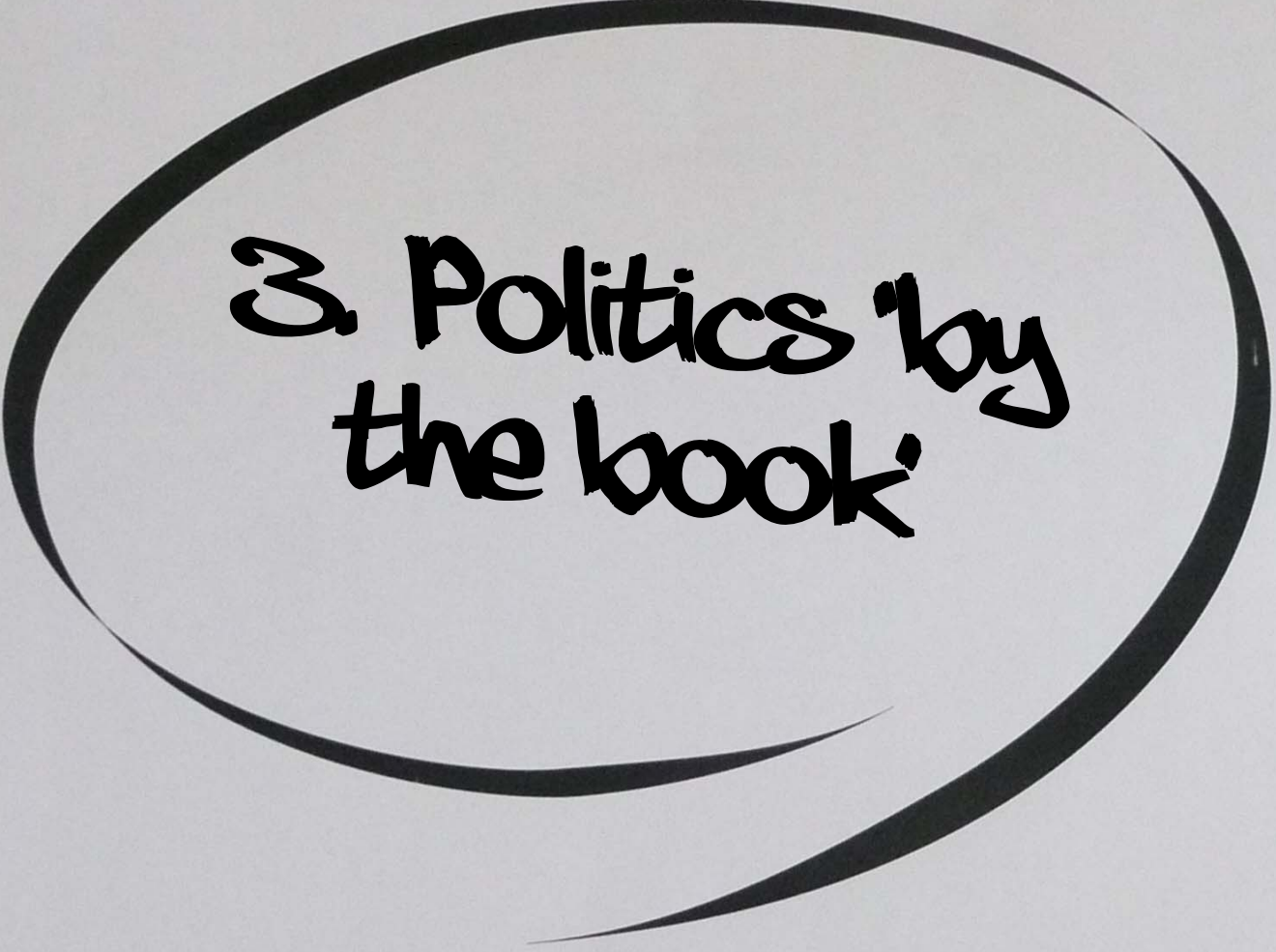


**Eight principles
for success**

1. Show me the money

2. It's public affairs
year zero






3. Politics 'by the book'

4. Be careful if
scouting for chinks
in the coalition



**5. Select Committees - the
coming force?**



6. Don't forget
Labour

7. Embrace the Big
Society?



8. Make CC9 work for you



Thanks for listening

Now the discussion