

## CASE STUDY

MLEG

### Relationship Building



The brief was to create an environment for language learning and migration experts to meet and network, enabling the client to meet the key decision-makers in the German Federal Chancellery responsible for language learning policy and migration policy.

For this a series of “roundtable” events was designed, inviting leading industry experts, academic researchers, and officials of the Federal Chancellery. The chosen location was the International Club in the Federal Foreign Ministry (ICAA), an extremely prestigious location only accessible for those in possession of a membership due to their diplomatic or ex-diplomatic credentials.

A contact group was formed prior to the series of expert roundtables, with a simple set of membership criteria and mission of bringing relevant experts together. The client enjoys continued access to this day to decision-makers through the continuing meetings held in this format.



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