

PubAffairs Profile

Name	Axel Tandberg
Job Title	Director Government Affairs
What academic /professional qualifications do you have?	LLM
How did you get into Public Affairs?	I came to Brussels to do a six-months traineeship at a PA Consultancy. I started by doing monitoring and setting up meetings between clients and EU Officials, such as MEPs and Civil Servants at the Commission. During these six months I found out that I really liked working with Public Affairs instead of law and when the company I worked for asked if I wanted to stay on I was happy enough to do so.
What others careers did you consider?	I knew only that I did not want to become an ordinary lawyer.
How did you get your current job?	A former colleague was working for FEDMA and informed my that this position was to become vacant and I sent them my CV, was called to an interview and the rest is history.
What characteristics do you need to work in Public Affairs?	You need to be a person that likes to work with other people, be able to work under pressure and be interested in politics. The reasons behind this that most of your work will be done in direct contact with other persons, under a short (but intense) time span and most of the time you are dealing with some kind of a political idea in the background. You need also be able to take bad days as well as you take good days, since you will win some issues and lose some.
What skills are most important in your job?	An analytic mind, a smooth tongue and an ability to translate information in a way that the two different parties (in my case; the EU Institutions and the Direct Marketing industry) understand each other.
What does your current role entail on a day to day basis?	Managing the workload of my team. Keeping up with latest issue developments, and identifying influencing opportunities. Ensure that my team is fully informed about these developments and can act accordingly. Developing Association positions on European political and legislative issues through members, and then arguing this position to legislators and opinion-formers at European level. Advising members about developments in international and European affairs. Developing network of contacts within the European Institutions, other EU trade bodies and other stakeholders. Submitting regular written and oral reports for the Legal Affairs Committee and the FEDMA website.
Which campaign that you have worked on are you most proud of?	The campaign that gave me the biggest ups and downs was the long and ongoing discussions concerning Privacy and E-communication Directive. In the end I both lost and won
How do you go about making contacts?	In any way I can. You will meet people at the most strangest places.
How has networking at PubAffairs helped you?	It is a great place to meet other Public Affairs minded people and you get a chance to build closer ties to person you work with, and at the same time you will meet people you will work with in the future.
What advice would you give to anyone looking to break into Public Affairs?	Be yourself, there is no template for how to make it within PA. Only hard work and a pleasant personality can ensure your success.