

# Strategic Communications

In a world of 15-minute news cycles, instant online commentary, and changing spheres of influence and authority, McGuireWoods Consulting can help you communicate effectively with stakeholders who are important to your company or organization.

For more than a decade, our strategic communications group has provided innovative counsel, products and services to help clients achieve their public affairs and business goals – offerings that can be fully integrated with our government relations, grassroots, and infrastructure and economic development services.

As a subsidiary of the prestigious McGuireWoods law firm, we offer more than 50 years of combined experience and award-winning service.

## ENGAGE STAKEHOLDERS

Today, reporters and citizen journalists blog, tweet and update Facebook pages live from courtrooms, congressional hearings, and county land use meetings. Congressional staff members research issues online, and investors ride a company's share price up or down based on digital rumors.

That is why we help clients **engage stakeholders** on the **platforms they use** with credible **voices they trust**.

We help Fortune 100 companies, non-profits and start-ups become more **effective and authentic communicators** to promote and protect their brands and achieve their public affairs goals.

In a noisy and cluttered communications environment, we break through with new ideas while staying true to your values and goals.



## DID YOU KNOW?

*Most members of Congress use Facebook.*

*More Americans get news online than from newspapers.*

*Americans spend as much time on the Internet as we do watching TV.*

*Google search results are influenced by conversations on social networks.*

*Congressional staff say online tools are the best way to reach people.*

## CONTACT

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## IN REAL CONVERSATIONS

There was a time when what you really expected from a PR team was good stories, editorials and op-eds. **Coverage and commentary** remain important, but today it may not be enough.

That is why we help you create the **content** you need for a real **conversation** with your stakeholders on issues that matter to your company or organization and them.

We make sure your messages and materials break through the communications clutter. Press releases, fact sheets and web site copy are the basics, but presentations, pictures and videos that can be shared keep the conversation going.

Your stakeholders use social media outlets like Twitter, Facebook and a newspaper's blogs, accessing them on computers, iPads and smartphones. That is why we mix traditional communications expertise with social and mobile offerings that engage them with content to explore, use and share.

Our team of former journalists runs practice interviews and we may even surprise you one night with a "crisis" that you have to address before the market opens the next morning or your CEO appears before a congressional committee.

Whether you need a trusted partner in public affairs, corporate, crisis/litigation and marketing communications, CSR and sustainability, or employee engagement, we have the expertise and experience you need to meet and exceed your goals.

## OUR SERVICES

- ❖ Message development and editorial
- ❖ Media, message and presentation training
- ❖ Executive engagement and thought leadership
- ❖ Influencer mapping and engagement
- ❖ Media relations and social media engagement

## IT'S OUR WORK THAT MATTERS

CGI won the largest enterprise wide applications contract for technology services in the history of Virginia – more than \$700 million.

One of the largest legal support firms put a human face on the difficult job of process server to highlight the important role foreclosure service plays for lenders and homeowners.

Waste Management raised its profile as a community partner and environmental leader.

Dominion overcame opposition and won regulatory approval for high-profile energy and infrastructure projects.

Smithfield Foods' commitment to environmental stewardship and sustainability helps the company manage crisis situations and natural disasters.

One of the world's largest shipping companies secured a \$450 million terminal expansion project which nearly doubled the cargo capacity of the Port at Portsmouth, Virginia.

A hospital protected its reputation when it discovered that a clerk read and reported results of mammograms.

### About McGuireWoods Consulting LLC

A public affairs firm with clients in the United States and emerging European markets, McGuireWoods Consulting LLC offers services in the areas of state and federal government relations, infrastructure and economic development, strategic communications, and grassroots and grassroots mobilization.