

Public Affairs

*Creating the Conversations
That Shape Policy*



Governments play an increasingly powerful role in the global economy, and organizations cannot remain indifferent to their reputation with policymakers. FleishmanHillard's public affairs specialists offer a dedicated team of experts in politics and policy, backed by the firm's global communications network.

Our people come from a wide range of disciplines that work in and around governments, including former senior government officials, journalists, campaign pros, and corporate and NGO veterans. The team provides in-depth analysis of policy and political issues, builds reputations with government audiences, and advocates on behalf of issues – in the world's leading capitals and anywhere else.

WHAT WE DO

Our programs can be customized to meet the unique needs of organizations from any sector – and the wide-ranging industries within each. Most notably, we bring deep policy experience across the following industries:

- *Consumer products and services*
- *Energy and utilities*
- *Financial and professional services*
- *Food, beverage and agribusiness*
- *Healthcare*
- *Manufacturing and industrials*
- *Public sector*
- *Technology*

OUR APPROACH

*Our public affairs specialists in capitals around the globe are outcome-focused, audience-centric, tactic-agnostic. Making up FleishmanHillard's global public affairs practice, they are supported by teams with a wide range of communications skills – ensuring an integrated approach to public affairs that harnesses all communications channels. And they're supported by sector-based teams who provide deep expertise of specific industry issues. We offer the **unique support** organizations need to successfully navigate the public arena, with particular expertise in:*

Policy Analysis and Advocacy

Whether it's a global issue or a policy matter confined to a single country, we can help organizations successfully advocate policies that match their business goals. And while each government is unique, our worldwide team brings a deep understanding of the processes and policies that are critical to a campaign's success.

Government Relations (Legislative and Regulatory)

Our team features experts who have worked in government in their respective countries. This equips them with a deep understanding of how to navigate the political, legislative and regulatory environment in nearly every major capital worldwide.

Coalition Development

With connections to diverse organizations throughout the world, our vast global network of contacts means we are building relationships with teams that can be turned into advocates for your cause.

Grassroots Mobilization

There is nothing more powerful in the policy advocacy realm than authentic voices from people who have a stake in the outcome of a policy debate. We help mobilize that support at all levels of government, both through in-house capabilities, a network of affiliates and strategic allies skilled at generating grassroots activity.

B2G

When it comes to selling products and services to the public sector, our team understands the fully integrated efforts that get through. This includes media and government relations, social media and digital communications, and third-party and grassroots engagements to help strengthen your business efforts.

PUBLIC AFFAIRS

Third-Party Coalition Building

Issues Management

Stakeholder/Grassroots Outreach

Crisis Communications

Media Outreach

Issues Advertising

Public Opinion Polling

Public Education

Social Media Outreach

Digital Campaign Management

Government Relations

Public Affairs



CONTACT

For more information about FleishmanHillard's public affairs expertise, please visit fleishmanhillard.com/public-affairs.



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