

PUBLIC AFFAIRS AND STAKEHOLDER ENGAGEMENT

How an organization engages with stakeholders and community members can have a long-term business impact - both positively and negatively.

Stakeholders and influencers are powerful voices for and about organizations. From communicating with elected officials to citizen groups and professional businesses - an effective public affairs program helps organizations appropriately listen and address issues in the most effective and constructive manner.

OUR SERVICES

Inspire PR Group works with clients to build and maintain strong stakeholder relationships built on understanding and trust, engage in strategic policy and community discussions, and develop targeted communications programs.

Inspire's services for advocacy and stakeholder engagement work include the following:



Media Relations

- Develop a comprehensive media strategy for print, broadcast and trade/industry media
- Draft op-ed columns and letters to the editor on legislative and critical industry issues
- Engage and coordinate visits with members of the editorial board at major daily newspapers
- Schedule interviews with public affairs and news talk radio shows
- Create media and information kits to targeted outlets
- Conduct media training with key organization leaders
- Monitor and provide media coverage and sentiment reports



Material Development

- Distill complex information to create messaging and specific talking points for issues
- Draft and design fact sheets, internal and external Q&A, infographics and other materials
- Develop written testimony for legislative hearings
- Create legislative memos, talking points and template materials
- Develop trusted messenger toolkits for key stakeholders and partners with template materials and ideas for opportunities for engagement
- Implement thought leadership programs on advocacy and industry issues
- Deploy "ambassador" programs
- Develop stump speeches and presentation takeaways
- Prepare leaders for speaking engagements