

Overview

When you face a policy challenge, you need not stand alone. Dentons can help you to marshal the power and resources of other organizations to pursue a shared agenda. Our knowledge of the marketplace and the stakeholders in the policy process allows us to leverage your resources to build a bigger voice on a bigger platform. We can identify the parties who share your interest in a particular policy issue, even if they may be competitors in other arenas. We help you to build a team that maximizes your chance of success and makes the most of your resources.

We work closely with you to design, construct and manage both a proactive and responsive strategic communications campaign to deliver a unified voice on the issues that matter most to you. Our communications and campaign professionals identify thought leaders, authorities on particular issues and other compelling figures to speak on your behalf and help move the conversation forward. Together, we can achieve the kind of power that results when many voices come together as one.

Whether you need corporations, trade associations or interest groups to become your ally, our team can identify and help persuade exemplary third-party voices to lend validity to your cause. We offer the right mix of experience, knowledge and connections across a range of strategies, including:

- Political strategy
- Land and resource use, power generation and transmission, health care facility expansions, environmental protection campaign strategy and management
- Reimbursement affairs—coding, coverage and payment stakeholder advocacy
- Consumer protection education and advocacy campaigns, both proactive and responsive
- Referendum and ballot initiatives
- Government and nonprofit campaign strategy