

## Overview

In winning public affairs campaigns, nothing can be left to chance. Understanding how opinion makers and public officials make decisions, and how perception can be influenced, is vital to ensuring your interests occupy center stage in the conversation.

Dentons helps you take command of every aspect of your public affairs agenda. Our experienced team works with you to develop clear objectives and sound strategy, delivering the right messages to well-defined target audiences and deploying multidisciplinary tactics, as needed, to harvest timely feedback. We can deploy our team to achieve the results you need, at the time and place you need them. We'll help you to enforce discipline on your message and build a truly integrated team.

From grassroots up through the highest levels of constituent organizations, interest groups, opinion leaders, press and social media, we work with you directly and strive to shape the public discussion that will achieve the results you desire. Our deep experience can make the difference across a range of critical areas, including:

- International public affairs strategy and campaign management
- Third-party ally recruitment and advocacy
- Science, health and economic professionals advocacy
- Earned and paid media
- Social media
- Coalition development, management and advocacy
- Print, broadcast and online media relations
- Grassroots advocacy