

An innovative product offering

In today's business, legal, governmental and communications environments, disruption is the new normal. The silos between these departments have been broken down as political considerations increasingly encroach on every aspect of a business.

3D Global Affairs offers clients a best-in-industry suite of communications services, including the planning and execution of earned media strategies, both on and off-the-record; crisis management and mitigation strategies in both traditional and digital media environments; and the authoring of external and internal communications, including shareholder or donor correspondence, press advisories and talking points, speeches, and legislative fact sheets.

Our clients are three-dimensional, and so are their challenges. 3D Global Affairs will serve both your strategic and your tactical needs, providing a complete view of your challenges and opportunities.

A disruptive world requires fresh thinking

3D Global Affairs offers a unique product that can be scaled to enable you to take your public affairs to the next level and think globally while leveraging resources around the world.

3D Global Affairs offers one coordinated team and a system that provides:

- **Legal services for any issue**
- **Government relations and lobbying support**
- **Communications and rapid response professionals** to shape the narrative

- **Campaign-style opposition research** to see the angles and form the content to fuel the communications narratives you want
- **War room-style media monitoring** to be your eyes and ears in the news cycle
- **Digital** strategy and advertising
- **Political intelligence** to stay out in front
- **Data analytics** to gain exclusive insights
- **Regulatory reform** from experts and advisors
- **Critical infrastructure** to bring all your teams together to share important information
- **Global reach** to shape public affairs debates around the world

Core services

Legal services: 3D Global Affairs clients benefit from over 9,000 lawyers and professionals in 173 locations spanning 77 countries. We work with you to assemble a team of lawyers and professionals, customized to your industry, your region and your needs. Now the world's largest law firm, Dentons' global team builds agile, tailored solutions to meet the local, national and global needs of private and public clients of any size, with lawyers who have experience in 24 sectors and 40 practices.

Government relations and lobbying support:

Unprecedented policy and regulatory issues confront today's global marketplace across all industry sectors. Dentons navigates the critical intersection of business, law, regulation, policy and politics. Using a results-oriented approach, we deliver innovative solutions tailored to your specific goals. By working with us, you tackle every political or regulatory obstacle with a powerful ally by your side. Drive your company forward using strategic and focused advice from government relations professionals who understand the political process. Through deep experience in government as well as a variety of regulated industries, we view the issues through a balanced perspective. Our counsel and legal advice is shaped by the experience of our team which includes former officials that have served at the highest levels of political leadership. Leverage this insight to achieve your vision.

Communications and rapid response: With decades of experience at the top levels of American politics, we are uniquely positioned to design, execute and manage your public affairs campaign. We will work with your team to develop, test and refine your most compelling messages and work to validate your narrative through the press and social media platforms. Our difference is found in our rigorous, upfront and ongoing research, rapid response and earned media capabilities that provide you with the competitive edge. Our in-house communications professionals will work with your team to develop a communications strategy to advance your messages. We can also supplement your own communications shop.

Campaign-style opposition research: We provide you with comprehensive research services, support on relevant issues and dossiers on opponents, competitors and agitators. Packaged in easily digestible, media-friendly formats, we search the public record, including news reports, social media and legal records, for high-impact information that can inform and influence media narratives or your government relations campaigns.

War room-style media monitoring: For our clients, we operate a full-service war room that monitors a wide range of media platforms on a continuous basis, including print and online news, social media, local and national television and local and national radio. Our unique war room capability and Console system allow us to function in real time to identify and react immediately to opportunities arising out of the news cycle, and to flag potential challenges and crises before they take on a life of their own.

Disrupt the political, regulatory and communications environment over the long term

Too often, companies and other organizations wait until an issue arises before they engage political, regulatory and communications teams. Now, the resources of the world's largest law firm have combined with a media firm focused on doing things differently, so you can meet the challenges presented by a disruptive world.

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