

## GOVERNMENT, POLICY & REGULATORY AFFAIRS

A multidisciplinary practice, the Moore & Van Allen Government, Policy and Regulatory Affairs team uses a strategic approach to help its national and international clients reduce regulatory costs, shape public opinion, defeat adverse legislation, find hidden value and build equity, significantly enhancing their bottom line.

The team consists of a blend of professionals experienced in all aspects of government and policy initiatives, including:

- legislative and regulatory process
- campaign finance
- community relations
- communications management
- media and video production
- legal services

They are skilled at employing methods to gain community acceptance and ease business's governmental frictions and regulatory compliance.

They utilize microtargeting -- recognizing the absolute constituency that a campaign or advocacy group must reach, and delivering a message that will resonate with the target demographic using personal contact. As opposed to advertising on television or in print, voters are motivated more by peer-to-peer contact than by generic advertising. The team's method of targeting specific regions by voter population and identifying key local officials and community leaders in each region allows them to pinpoint where and how to deliver a message that will have the desired impact.

Adept at issue management, consensus building, public outreach, grassroots mobilization and marketing, event management, PAC administration, media relations, congressional and state lobbying, and more, they help companies — in energy, environmental, health care, manufacturing, and waste management industries, among others — proactively and successfully address their most challenging governmental and community concerns.

Using a strategic mix of targeted methods, they move lawmaker and public perception of companies and industries on crucial topics — from global warming to global trade, from energy consumption to consumer safety — and help them do business more effectively.

### Practice focus:

- Government relations and lobbying
- Issue management, grassroots coalition-building, and public outreach
- Legislative and regulatory strategy, drafting, and monitoring
- Regulatory compliance and administrative process
- Political action committee administration and campaign finance guidance
- Government contracts and economic development incentives
- Issues including climate change, energy policy, trade policy, and health insurance