

PUBLIC AFFAIRS

We have decades of combined experience working with clients in the Carolinas and Washington, D.C. developing and implementing government affairs and communications strategies.

We provide clients comprehensive public affairs services and consists of attorneys, lobbyists and communications, media relations, and event management professionals. We develop coordinated, customized approaches to deliver value and solutions for wide array of clients, including, international technology and financial services companies, trade and industry-based associations, professional sports organizations, health care systems, non-profit organizations, and more.

Government Relations

The Government Relations group brings a wealth of collective knowledge and decades of combined experience in relevant positions in corporations, trade associations, as well as local, state and federal government. We work with clients to understand their business, stakeholders, priorities, and challenges, and we develop and implement government relations plans to advance their objectives.

Our group has longstanding relationships with policy makers in the Carolinas and Washington, D.C., and our registered lobbyists have the experience to help you effectively navigate and advocate before the state legislature and executive branch. In addition, our knowledge of the local government landscape and relationships with officials and staff allow us to help clients effectively manage local issues.

Public Relations & Communications

We help our clients tell their story and deliver effective messages to support public affairs and business plans. Our experience includes developing communications and public relations strategies for companies across a variety of sectors, such as finance, energy, health care, retail, real estate, and technology, in addition to high-profile government officials and nonprofits.

We collaborate with our clients to develop the strategy needed to achieve company goals, enhance corporate reputation, and increase engagement with key stakeholders. Whether you are planning a company expansion, major economic development event, new service launch, or initiative to increase executive visibility or highlight community involvement, we can be a partner in developing strategies that achieve short- and long-term visibility. Our group also works with clients on issue management and crisis communications planning and response.

Local Connectivity

Our network and capabilities extend beyond state capitals and allow us to connect our clients with key influencers, opinion leaders and policy makers at the local level. Our group members are active in a variety of professional and community organizations, helping further their knowledge and networks. We not only have the right relationships, but we also understand the local dynamics to help our clients with projects and issue management.

We engage with influencers and grassroots advocates, allowing our clients to make helpful connections and build bridges with community leaders. Additionally, we help clients mobilize grassroots-level supporters with targeted messaging. Through direct outreach and advocacy, in addition to traditional and social media tracking, we are able to discern views and forecast areas of support and challenge.

Event Management

We develop and produce events for corporate clients, nonprofits, trade associations and independent issue advocacy organizations. We understand that a thoughtfully planned event provides opportunities to showcase your organization, share your message, and connect directly with your audience.

From groundbreakings to ribbon cuttings, receptions to forums, we create memorable experiences that support your engagement strategy. We also help clients measure the outcomes of an event, through reporting on stakeholder interaction, attendance rates, media coverage, and budget management. Because events are an extension of an organization's brand, we also offer message development and speechwriting to help you tell your story.

Government & Political Activity Law

We assist clients in navigating federal, state, and local rules regarding political activity to help clients ensure compliance with laws and regulations. Our group understands the importance of ethical compliance and is well prepared to counsel clients on a range of issues at federal, state, and local levels. Our areas of focus include campaign finance rules, lobbying and ethics law, regulatory and legislative interpretation and guidance, and political action committee (PAC) consultation.