



Strategic Communications

Located in the Washington, D.C. area, The Spectrum Group (TSG) has deep expertise and relationships across the federal government, Congress and the media that we regularly draw from to advise and support our clients' missions and goals.

Unlike other strictly lobbying or strategic communications firms, TSG's members offer extensive subject matter expertise and contacts drawn from distinguished careers in the U.S. government and military; broadcast, print and digital media; and a range of international companies and organizations that we leverage to help our clients navigate and achieve success.

TSG's Strategic Communications capabilities span crafting strategic messaging, providing media training and relations, and developing effective social and digital media campaigns.

Our government relations experts maintain excellent credentials and expertise in relevant organizations, regulations and budgets. We advise and promote our clients' products, services, and organizations, and help clients build positive, effective relationships with key decision-makers, influencers and audiences.

Visit our website to learn more and to meet our Strategic Communications team:
www.spectrumgrp.com.

Centers of Excellence



Defense &
Aerospace



Security



International



Strategic
Communications



Healthcare &
Bio-Science



Energy &
Environment



Subject Matter Expertise

- Comprehensive Government Affairs, Lobbying and Advocacy
- End-to-End Business Development and Strategic Positioning with the Federal Sector and Congress
- Successfully Navigating the Federal Budget and Congressional Appropriations Process
- Developing and Delivering Strategic Marketing, Communications and Public Relations
- Leadership and Diplomacy
- Media and Media Relations (Broadcast, Print, Digital and Social Media)

Client Services

- Media Training and Media Relations
- Opportunity Identification, Strategic Planning, Marketing and Due Diligence
- Navigating Federal Legislation, Policy and Regulation Processes
- U.S. Government Relations, Advocacy and Lobbying (Federal, State and Local)
- Communications, Public Affairs and Media Campaigns (Including Digital/Social Media)
- Diplomatic and Leadership Training
- Strategic Positioning and Exposure to Key Federal, Military, Congressional and Executive Branch Decision-Makers
- Event Support, Trade Missions, Industry Days and Think Tank Liaison
- Crisis Communications Management
- Reputation Management and Enhancement



The Spectrum Group's Mission:

Through our results-driven philosophy grounded in **Experience, Expertise** and **Integrity**, The Spectrum Group provides our commercial, government and non-profit clients with the tools and counsel necessary to achieve their objectives.

www.spectrumgrp.com

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