



SOVEREIGN
GLOBAL SOLUTIONS

Strategic Communications

*Helping your message
have maximum impact.*

We will advance your agenda through an integrated strategy that includes key message development, digital, social and traditional media. Whether it is a stand-alone public affairs campaign, or integrated with an effort to influence lawmakers, SGS's customized robust public affairs strategies deliver success.

Message Development

Clear messages resonate with audiences and withstand cultural and political changes. We study your mission and offer field research research and polling data. In close partnership with you, our skilled team will help you craft persuasive, effective and enduring messages.

Op-Eds

A key component of our approach is to get our client's opinion unfiltered into the conversation. SGS researches each client's issues and writes intriguing opinion editorials place op-eds in well-respected journals and publications.

Crisis Communications

Bad news travels at the speed of light. A crisis communications plan is critical in the event of negative press. SGS works with you to create advanced message development, analysis and counter measures. We build preventative plans and assist when a crisis hits.

Social & Digital Media

Our digital strategy is focused on raising awareness for your message online. We create and monitor your social media on Twitter, Facebook, Instagram and more. SGS helps you gain the attention of opinion leaders, reporters, producers and the general public.

Media Interviews

Our team has deep relationships with reporters and producers at media outlets in the U.S. and around the world. We will secure media interviews with targeted outlets or represent you as a spokesperson.

Media Training

Preparing our clients for media with training strengthens their ability to persuade in media interviews. Our training sessions focus on preparing for a variety of settings and to perform effectively despite intense media scrutiny and for policy-driven interviews.