



Our Services

Manzella Trade Communications is a strategic communications firm focusing on global business and today's leading economic issues. We provide insight and analysis, and craft communications programs to help clients educate stakeholders and decision makers. Services include custom publishing, public affairs, public relations, marketing, consulting, and speaking engagements.

Communications programs typically involve several of the following:

- Custom Publishing & Content
- Grassroots Advocacy
- Issue Strategy & Management
- Corporate & Internal Communications
- Media Relations
- Message Development
- Marketing Communications
- Issue & Policy Education
- Government Relations
- Coalition Building
- Strategic Counsel
- Research & Analysis

Communications Strategies and Tactics:

1. Research, write and publish newsletters, guides, reports, articles, position papers, white papers, and books, as well as produce audio and video podcasts, and webinars to educate and shape opinions of key stakeholders and decision makers, including clients, customers, elected officials, news reporters and editorial staff, employees, board members, investors, and other publics.
2. Write and pitch op-eds for newspaper placement and articles for magazine placement.
3. Pitch stories to reporters via news releases, phone calls and face-to-face meetings to generate earned media (articles written by reporters identifying client interests).
4. Conduct face-to-face meetings with newspaper editorial-page editors to obtain endorsements.
5. Conduct face-to-face meetings with key policymakers and stakeholders to generate support.
6. Establish a coalition of business leaders, thought leaders and influentials to persuade key policymakers, the media, and various publics to support client interests.
7. Plan and coordinate events, implement letter writing campaigns, write speeches, develop talking points, and present issues to various publics.
8. Monitor media coverage as well as policy initiatives, legislation and community activities that may impact client interests.
9. Develop marketing communications.
10. Produce web-based and broadcast-quality television shows.

See page 2 for global business and economic development programs



Global Business and Economic Development Programs

To succeed in today's ultra-competitive business environment, companies must expand internationally through trade and investment. At the same time, organizations and states need to attract investment. For many, this means:

- Conducting research and analysis,
- Developing a sound strategy, an attractive value proposition, and a compelling message,
- Planning and executing outreach efforts,
- Creating new business alliances and partnerships, and
- Establishing relationships with government officials.

To help clients achieve these goals, Manzella Trade Communications provides:

Investment and Business Attraction Programs

On behalf of clients, we will: (a) establish a compelling value proposition based on objective research and analysis of strengths as compared to the competition, (b) identify target audiences, including key stakeholders, organizations, elected officials, members of the media, and prospective customers and investors, and (c) develop a persuasive message reflected in communications programs that educate, build consensus, and shape opinions of target audiences.

Business Development and Trade/Investment Promotion

On behalf of companies, organizations and governments interested in U.S. or foreign business, trade and investment, we provide research, insight and analysis, and create and execute communications campaigns designed to promote client interests.

U.S. Government and Media Relations

We introduce clients to American government officials, create and execute educational campaigns, and advocate client positions to key stakeholders, policymakers and the media.

International Strategy Development and Consensus Building

We work with corporate senior leadership to develop international business strategies, and create and execute communications programs designed to promote client interests and obtain consensus among employees, investors, board members, and the community.