



## Strategic Communications

Imprado is committed to using a collaborative approach to help clients meet their communications needs.

Through careful research, strategy creation and implementation, and the development of clear, concise and effective messaging, Imprado helps corporations and organizations achieve their goals and objectives.

## Benefits to You

- Helps you identify and build relationships with your key internal and external audiences and stakeholders.
- Enables you to share and achieve your organization's mission and vision, promote products, services and events and/or advocate for your cause.
- Builds and maintains your organization's reputation and brand.
- Supports and advances your corporate objectives and goals by strategically engaging employees and stakeholders.
- Prepares your team for media interviews and public speaking.
- Protects your organization by anticipating and preparing to respond to crises.



**1035 Mumma Road, Suite 301, Wormleysburg, PA 17043 • 443-844-1824**

Imprado is the strategic consulting group of DynaVet Solutions, LLC, which offers business and IT services as a U.S. Department of Veterans Affairs verified Service-Disabled Veteran-Owned Small Business and a Pennsylvania Small Diverse Business: Service-Disabled Veteran Business Enterprise with offices in Harrisburg, Pa. and Elkridge, Md.



## What We Do

Imprado offers a variety of communications services to meet your organization's needs.

- Develop strategic comprehensive communication plans, which include goals and strategies, audiences, core messages, tailored messages and tactics ranging from meetings to social media engagement to advance your organization's mission or initiative.
- Offer strategic communications counsel to your organization's leadership to produce executive messages, reports, presentations, briefing documents and other materials as well as forecast public and employee relations implications of corporate activity and policy decisions.
- Provide media training, message development and issues management to make dealing with news media more comfortable and non-confrontational for your executives so that they may effectively communicate their messages.
- Create and prepare crisis communications plans and train your team for appropriate response.
- Translate complex technical issues to varied constituencies and audiences.
- Outreach and engage traditionally underrepresented communities.
- Lead website content mapping, development and governance.
- Direct and manage strategic campaigns ranging from small community outreach efforts to statewide multimedia efforts.
- Design and direct significant events for your organization, ranging from business meetings and celebrations to fundraisers.
- Conduct communications audits and lead rebranding initiatives.
- Provide communication staff augmentation as needed.



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