



Our roots in political communication

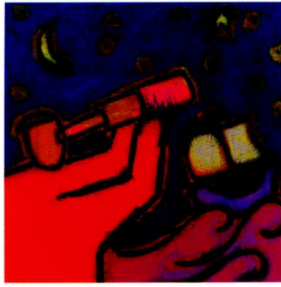
help you surface the gems.

Our creative content

positions your message for high impact.

The result is expression that shines.





Surface Your Gems

The management consultants at Emerald Strategies, Inc. combine our expert knowledge in online and offline communications with our entrepreneurial spirit to deliver expression that shines.

We specialize in three areas of service: Web governance and design, media training and graphic design. We aim to give a boost to your internal and external communication efforts.

Whether your task is to navigate change, leverage best practices or find the right strategy to take your communication program to the next level, we're there to enhance your performance. We specialize in augmenting in-house knowledge, experience, and tactical know-how. We'll help you surface your hidden gems!

We bring the services of a peak performance strategist to your door. Working online or offline, count on us to:

- *Sharpen your communications strategy and skills*
- *Craft core messages that are heard*
- *Create a next generation brand and identity*
- *Design message-driven materials that break through*

From strategy to execution, we're ready to design and build your next Web site, collateral, message or communications campaign. We offer your organization the rich professional experience, innovative tools and creative strategies you need to create impact in the marketplace of ideas.



Web Governance & Design

Whether maintaining an existing site or building a new one, our goal is to transform the way you do business on the Web and guide your organization through a change that will revolutionize your Web site management.

We can build your Web site, but we don't stop there. Put our award-winning project management skills to work and soon you will govern and market your Web site like a pro. Internal communications will finally mirror your external communications, because your design works for you.

“ We offer rich experience, innovative tools and creative strategies ”

We begin with smart information architecture tailored to fit your users. At this stage, we inventory your audience and their Internet needs. You can benefit from the skills of a certified usability analyst when we proceed to test your site to assure it is consumer friendly.

Then, by leveraging the hidden talent inside your organization, we help you make the leap to a next generation Web site. This puts your internal and external communications in sync. Isn't it time to build an internal communication system that reflects your Web site architecture?



Media Training

Our goal is to let you maintain your Web site with ease so you can manage your online resources effectively.

‘ Revolutionize your Web site management ’

Emerald Strategies, Inc. respects your need to do more with less in today's competitive environment. We have a proven plan to let you do just that.

Using a tested 20-step strategy, we partner with your team to institutionalize a Web governance system in your organization.

Our custom Web governance solutions help Web publishers:

- Fight information overload
- Empower a team to govern your site...together
- Integrate your strategic needs and goals into your Web activities
- Tap your organization's "knowledge bank" for your Web site
- Drive more traffic to your Web page
- Strengthen your positioning and brand identity

Our system helps your Web site achieve its potential as a quick, responsive and robust arm of your communications strategy.

Becoming a polished spokesperson takes time and coaching. Media training can make a difference. It will increase your value to your organization and – more importantly – your visibility to target markets.

Our media training program provides your organization's spokesperson with important verbal and non-verbal communication tools to get points across with definition. Sharp interview skills make the difference between getting your quote on the air and watching it land on the cutting room floor.

As one-time journalists, Capitol Hill press secretaries and adjunct faculty at universities in the nation's capital, the *Emerald Strategies, Inc.* training experts know the importance of a clear, credible message. We're eager to share our knowledge and skills to help you deliver that message in high impact media interviews, presentations and other communication forums.

We also speak frequently about public relations, politics and technology at a diverse host of forums. Let us know if we can prepare a custom presentation at your next meeting or event.



Graphic Design

A strong and focused strategy is the foundation for dynamic design solutions that tell your story. Our experience and perspective in strategic marketing make our creative communication materials stand out in a crowd. Our graphic design products leverage your organization's strengths to get the desired results.

‘ Become a more powerful communications leader ’

We are ready to communicate your story with brochures, fact sheets, press kits, direct mail, ad campaigns, newsletters and reports.

Our graphic design team will:

- Create and execute print media design strategies and campaigns
- Produce effective collateral materials
- Develop your brand identity
- Create original illustrations and logos
- Write and edit memorable copy

Become a more powerful communications leader with our custom graphic design and print media solutions.

About Emerald Strategies, Inc.

Emerald Strategies, Inc. is a boutique management consulting firm, founded in 2001. We are a woman-owned small business that takes pride in delivering creative communication solutions for public sector programs, the non-profit community and socially-responsible businesses.

We're located in the District of Columbia, where we are licensed and incorporated, with a business built on one clear objective: a desire to shape communication campaigns that create impact. We have gained experience, skills and insight working in the public sector communications arena since 1985. We want to put these assets to work to be an advocate for your communications agenda.

At the core, this company is centered on creating effective online and offline marketing strategies for the public sector. Our strengths in strategic communications—including Web projects, media training and graphic design—position us to advance your business goals with creative and powerful content that's on message.

Awards

Best Feds on the Web – Government Executive Magazine
Leadership Award – Association for Federal Information Resource Management

Online and offline marketing strategies for the public sector

Select Clients

Web Governance

- Congressional Management Foundation
 - Congress Online Project
- U.S. Air Force
 - AF Chief Information Officer
- U.S. House of Representatives
 - Chief Administrative Officer
 - Committee on House Administration

Media Training

- AAA Mid-Atlantic
- Environmental Protection Agency
- Performance Institute
- The Capitol.net
- U.S. Census Bureau
- Voice of America

Web Design

- Capitol Works
- Communication Design Group
- JBY Planners, LLC
- Organizational Strategies
- Rink Consulting
- Winning Margins PAC

Graphic Design

- Democratic National Committee
- New Workload Solutions
- Politemps
- U.S. Air Force

