

DESCRIPTION OF SERVICES

Ek, Sunkin & Bai is a full-service public affairs, strategic communication and government advocacy firm. We work for clients at the highest levels of the business, non-profit, trade association and political worlds. We offer our clients the following services:

- **Government Advocacy:** Our unparalleled knowledge of decision-makers and staff, as well as government processes and procedures help us develop and implement effective lobbying strategies for our clients.
- **Strategic Planning:** Regardless of the project, every project starts with a strategic plan that reflects our up-to-the-minute political intelligence and public policy knowledge. Ek, Sunkin & Bai plans have specific criteria that allow us to track progress and measure success.
- **Media Relations & Crisis Management:** We know what it takes to not only obtain coverage but also to keep our clients out of the news. Ek, Sunkin & Bai regularly engages reporters, editors, bloggers and columnists on contentious, high profile issues.
- **Campaign Management:** Whether leading a team of professionals or playing a pre-defined role as part of a group, accountability, responsibility and a focus on measurable results infuse every activity we undertake on our clients' behalf.

We successfully represent corporations, trade associations,
non-profits and public agencies.

- **Paid Media & Collateral Material Development:** We have developed award winning, visually appealing direct mail, brochures, digital and print advertising campaigns and a host of other materials that get read and move the needle.
- **Stakeholder Engagement, Coalition Building & Community Relations:** We identify, engage, educate and activate individuals and groups interested in and impacted by our clients' issues using a variety of traditional and technology-related tools.
- **Training & Capacity Building:** We provide clients with trainings on a variety of public affairs and campaign-related topics that include:
 - Strategic Planning and Message Development
 - Media Training & Crisis Management
 - Effective Campaign Management/Campaign Toolkit
 - Community & Stakeholder Engagement