

Public Relations

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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Public relations is one of the most credible and cost-effective methods for projecting a positive image and communicating your organization's strengths and mission to both internal and external audiences.

Booz Allen can help you be ready for what's next

Booz Allen Hamilton, a leading strategy and technology consulting firm, defines public relations as follows: planned, sustained, and measurable efforts to establish and maintain positive relationships between an organization, its stakeholders, and other audiences.

Whether your organization is looking to enhance or change its identity, launch or reposition a program or service, gain recognition from specific stakeholder groups, or alter negative perceptions, Booz Allen's public relations specialists can help. They will leverage their communications experience and expertise to reach your key stakeholders with clear, consistent, and powerful messages, images, and products that have an immediate and lasting impact.

Our public relations service offerings

Booz Allen has expertise and proven success in all aspects of the public relations life cycle, including strategy and planning, tools and tactics, and measurement and evaluation.

- **Strategy and planning:** At Booz Allen, we assess the needs of our clients to create strategic, targeted, and measurable public relations plans that lay the foundation for success. We work side by side with our clients to develop a public relations program that will identify and clarify strategic goals and objectives; identify, segment, and prioritize key stakeholders and other audiences; and develop key messages, images, and products that resonate with stakeholders, raise awareness, shape opinions, and move them to action. Support areas include:
 - Strategic counsel
 - Congressional and government relations
 - Key message development and positioning
 - Comprehensive public relations plans and implementation
 - Thought leadership and issues management

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delivering results that endure

- **Tools and tactics:** Booz Allen maximizes new and existing public relations tools, tactics, and channels to ensure the right message is delivered to the right audience, in the right manner, at the right time. Support areas include:
 - Grassroots organizing
 - Spokesperson preparation and support
 - Conference support and event management
 - Awards programs
 - Identification and cultivation of influential groups
 - Speech writing
- **Measurement and evaluation:** Booz Allen believes that measurement and evaluation are critical to the successful outcome of any public relations program. At the beginning of the campaign, we work with our clients to identify evaluation criteria and associated time frames to ensure a positive return on investment. Support areas include:
 - Measurement and evaluation plans
 - Perception audits
 - Survey design, administration, and evaluation
 - Ongoing solicitation of stakeholder feedback

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.