



➤ **In today's 24 hour news cycle, politicians, thought leaders, and heads of organizations need to be able to adjust accordingly to communicate both quickly and effectively.**

With decades of campaign and principal management experience across the country, K2's team of talented communicators can help you prepare for interviews and appearances with the press. Over the years, we have conducted hundreds of hours of media training sessions virtually and on-the-ground for our political, corporate, and non-profit clients.

We can help you refine your answers and better prepare you to speak to not only reporters, but to communicate effectively with your stakeholders, the public and build trust with the community.

We can help you take control of the narrative and teach you how to deliver a message in a more succinct, effective, and impactful way to maximize media exposure and create future opportunities to take advantage of new platforms.

✓ WE CAN HELP YOU

- Understand the press
- Develop your message
- Improve your message delivery - interview techniques, nonverbal communication
- Prepare for interviews or meetings
- Learn how to handle interview requests
- Practice, practice, practice!

✓ OUR EXPERIENCE

- Developed and ran communications operations for Congressional, U.S. Senate, gubernatorial, and presidential candidates.
- Ran communications at the highest levels of government in the U.S. House, U.S. Senate, and Executive Branch.
- Managed and ran communications for political committees, PACs, advocacy campaigns and independent expenditures.
- Ran communications for national political conventions.

