

## SERVICE PORTFOLIO

### Consultancy in Political and Institutional Communication

- Public Image consulting:
  - Development of stage presence and personal brand
  - Wardrobe and style guidance
  - Non-verbal communication
- Narrative strategy development:
  - Media interview preparation
  - Speechwriting
- Ceremonial and protocol
- Public event organization and production
- Political marketing
- Permanent campaign planning
- Electoral campaign design
- Competitor monitoring and tracking
- Discourse analysis and interpretation
- Chief of Staff Advisory
- Crisis management in adverse contexts

**Target Audiences:** political leaders and candidates; parties and political organizations; public officials; parliamentarians; lobbies; international organizations; consulates, embassies, and diplomatic staff.

### Consultancy in International Politics and Global Affairs

- Specialized, critical, and contextualized analysis of global dynamics:
  - Identification of geopolitical trends
  - Assessment of the impact of international events on local and regional contexts
- Preparation of reports and policy papers
- Public diplomacy
- Inter-institutional relations
- Institutional communication for multilateral organizations
- International cooperation projects
- Guidance in international positioning
  - Support in political internationalization processes
  - Assistance in agenda-building
  - Selection and development of strategic alliances

**Target audiences:** political leaders and candidates; parties and political organizations; public officials; parliamentarians; lobbies; international organizations; consulates, embassies, and diplomatic staff.

### Others

- TacticalPartnerships with expert professionals, educational institutions, think tanks, NGOs, and media outlets, aimed at:
  - Interviews
  - Collaborative projects
  - Opinion columns and political analysis articles
- Conferences, workshops, and tailored training on strategic communication and/or international relations. Formats adapted to universities, institutions, and professional teams.

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