

# Welcome to Willard Public Affairs.

A specialist consultancy providing public & media relations, political counsel & strategy, event management & advocacy services.

## Decades of experience.

working with  
government and media

## Deep relationships.

trust and  
mutual respect

## Durable solutions.

that consistently deliver  
positive outcomes

## Strategic and ethical.

our campaigns are  
tailored to your needs

We will help you develop and shape your policy and strategy to assist stakeholders to understand and embrace the outcome you are seeking:

1

understanding and  
researching your issues

2

designing suitable  
solutions and strategies

3

refining and adapting  
your messaging to  
ensure it resonates

4

building alliances  
and advocating to  
decision makers

We develop and implement campaigns tailored to your business and its issues.

We know that the right preparation and strategy, implemented by trusted and credible advocates, can deliver durable, productive outcomes. Our strategies and methods have proven this, consistently, over many years.



## Willard Public Affairs.

Willard is a specialist consultancy, providing public and media relations, political counsel and strategy, event management and advocacy services.

+61 (2) 9231 2200  
GPO Box 5403, Sydney NSW 2001  
110 Sussex Street, Sydney NSW 2001

© Copyright, 2022. Willard Public Affairs Pty Ltd.

# Services.



Government and Stakeholder Relations



Public Relations and Media Training



Key Message Development and Stakeholder Mapping



Social Media Engagement and Strategy Development



Issues/Crisis Management and Training



Corporate Communication



Marketing Communication



Change Management and Internal Communication



Corporate Design, Advertising and Branding



Content Curation



Internal Communications



Event Management and Product Launches

## Willard Public Affairs.

Willard is a specialist consultancy, providing public and media relations, political counsel and strategy, event management and advocacy services.

+61 (2) 9231 2200  
GPO Box 5403, Sydney NSW 2001  
110 Sussex Street, Sydney NSW 2001

© Copyright, 2022. Willard Public Affairs Pty Ltd.