



## Strategic Communications

At **EcoLogix**, we take pride in helping our clients succeed. Let our understanding and experience make your projects more manageable.

In today's world the news cycle never ends, and with the prevalence of social media, it is imperative that organizations are always ready and able to communicate externally. We thrive on helping our clients tell their story and can help guide your message development and cater a plan to get your message out.

### Define the Audience

First things first, we'll help you determine who your audience is. Is it the general public, government agencies, or other stakeholders? Is your audience versed in the subject matter or will things need to be explained in layman's terms? Knowing your audience is the first step for effective communication.

### Message Development

What do you hope to achieve? Are you educating the public? Are you hoping to sway public opinion? EcoLogix Group can help you craft your message and achieve your goals.

### Communications Tools

EcoLogix Group can determine the best communication tools to accomplish your goal. From pitching the news media to cover a story, to drafting an op-ed, producing a video, or implementing a social media campaign, there are many effective communications tools to deliver different types of messages.

### Rapid Response

When anyone with a Facebook account can report the news as they see it without editorial checks and balances, how can you keep up and stay ahead of the next big story when you still need to be focused on your day-to-day operations? Using the most sophisticated tools available, EcoLogix Group can monitor news media and social media for mentions of your organization in real time, analyze the significance, and notify you of any that need immediate attention and help coordinate your rapid response.



Jody Couster, Director of  
Communications & Media



443.703.8678



jcouster@ecologixgroup.com

## Community Meetings, Public Events & Exhibits

Community meetings and events need to take place when most members of the community are available to attend, which means nights and weekends. Let our team of experts take some of this weight off your shoulder. Send an EcoLogix team member knowing that we have a firm grasp on the issue and can represent your organization. We offer vast experience facilitating meetings, presenting our client's point of view, and engaging with the community.

### Communications Services

- Message Development
- Media Relations
- Writing (Press Releases, Articles, Op-Eds)
- Monitor News & Social Media for Rapid Response
- Video Production
- Special Publications (Newsletters, Annual Reports)
- Brochures & Handouts
- Social Media Management
- Manage Website Design & Upkeep
- Presentations, PowerPoints, & Remarks
- Special Event Management
- Internal Communications
- Policy Papers & White Papers
- Speeches & Remarks
- Conferences & Exhibit Displays



### About EcoLogix Group

EcoLogix Group is an environmental strategy firm helping clients achieve challenging organizational and project goals. We specialize in managing real and perceived impacts to air, land, water, and people from operational practices and physical development projects, incorporating solutions that appropriately respond to concerns in ways that save our clients time and money, while producing better project outcomes. Our team has vast experience in helping seaports successfully address air quality impacts and other environmental concerns associated with port activity and associated goods movement.

