

## CONVENTIONS 2020

*The Democratic and Republican National Conventions in 2020 will bring together national thought leaders, elected leaders, party activists and notable influencers. Each convention offers a uniquely important opportunity for your organization to advance its policy and political goals. As you consider potential participation in one or both of the conventions, the Potomac West Group is prepared to assess your specific needs, improve your access and maximize the effectiveness of your efforts.*

## WHO WE ARE

The Potomac West Group is a bipartisan public affairs firm that specializes in developing strategic communications campaigns for corporations, trade associations, non-profits, media companies and foundations. The four founding partners—Carl Forti, Mike Dubke, Brian Jones and Michael Meehan—launched the Potomac West Group in 2015. Our client work spans technology, hospitality, retail, media and education issues.

Members of our team have worked for over three decades on national conventions, as well as campaigns at all levels of government, using that experience to help Fortune 500 companies, tech startups, issue coalitions, nonprofit organizations and foundations navigate the nexus of policy, politics and the media.



**BIPARTISAN  
COUNSEL &  
STRATEGIC  
GUIDANCE**



**EXTENSIVE EXPERIENCE  
IN PRESIDENTIAL,  
CONGRESSIONAL, STATE  
& LOCAL CAMPAIGNS**



**EXPERIENCE WITHIN NATIONAL  
POLITICAL COMMITTEES,  
POLITICAL ORGANIZATIONS &  
ISSUE ADVOCACY GROUPS**



**RELATIONSHIPS  
WITH KEY PRESS  
& INFLUENCER  
TARGETS**





## PAST CONVENTIONS

In 2016, at the Republican and Democratic National Conventions, the Potomac West Group assembled a fully-integrated and strategic program to support and advance Save the Children Action Network's (SCAN) policy priorities among liberal, moderate and conservative audiences. PWG worked in coordination with SCAN and their partner Johnson & Johnson to build successful events in Cleveland and Philadelphia that elevated a range of domestic and foreign policy goals through innovative technology applications, event space procurement and staging, VIP acquisition and media panel roles on PBS Newshour. PWG also streamlined SCAN's daily access to state delegates, party officers and national opinion leaders by acquiring hotel rooms, session credentials and event tickets for key SCAN leadership.

## WHAT WE CAN OFFER

### DEVELOP

a comprehensive strategy around your effort/brand's participation at the RNC and/or DNC conventions

#### ✓ MEDIA RELATIONS

- Media pitching
- Meetings with targeted reporters
- Paid media opportunities
- Media monitoring

#### ✓ EVENT PLANNING

- Pitch your spokespeople to speak at convention events
- Host pop-ups, panels, fireside chats and other event formats
- Organize salon events with influencers and media
- Partner with media outlets or other organizations to host events

#### ✓ OUTREACH WITH KEY STAKEHOLDERS

- Facilitate outreach with committees to shape platform language
- Help with securing credentials and lodging

