The Firm Consulting

Alana Woodall
Summer 2017
The Firm Consulting

• What is The Firm Consulting?
  • Public Affairs firm in Milwaukee, WI

• What does that mean?
  • Lobbying, community outreach, communications

• What did I do?
  • I got to dabble in a bit of everything
  • Mostly research and communications
My Projects

• Milwaukee Kitchen Cabinet
  • Promoting the ProStart educational program
  • Recruiting new restaurants

• Newsletter
  • Research local, state, and national stories relevant to our clients

• Database
  • Research and recruit organizations to lay the groundwork for two year project
Principles

• Relationships matter
  • Using our relationships to accomplish goals

• Interconnectedness
  • Seeing the ties between projects

• Consider your client
  • Representing each client as an individual, rather than all the same
Takeaways

• Break up large projects
  • Smaller, more manageable goals make the project easier
    • Stay on track with the timelines
    • Helps when envisioning the full picture

• Get out there
  • Talk to people and show them why they should care
Tips

• Do your research
  • Get familiar with the client list
  • Know what each client does

• Volunteer for events
  • Helps to understand each project
  • Networking with clients and legislators