



## *Our Services*

Manzella Trade Communications, Inc. is a public affairs, publishing and consulting firm with a focus on global business and today's leading economic issues. We deliver insight and analysis, and craft communications programs to educate stakeholders, decision makers and policymakers.

To prepare for the business, economic and political challenges ahead, it's critical to:

1. Understand the latest U.S. and global economic trends and reduce risk,
2. Implement strategies to enhance competitiveness and expand internationally, and
3. Influence public policy and build awareness and support.

To help clients succeed, we provide:

### **Roundtable Discussion Groups**

Utilizing a structured format, Roundtable topics may include international business and investment, U.S. and global economics, business trends and emerging risks, skills and workforce, and U.S. economic and trade policy. Each Roundtable presents an opportunity for groups to obtain critical analysis, and share collective knowledge, best practices, insight, problems, and solutions in a confidential environment. (Also see our speaking programs and testimonials).

### **Emerging Risk Landscape Consulting Services**

Our Emerging Risk Landscape consulting sessions peer into the chain reactions of trends and events so we may better understand what's unfolding and prepare for it. This helps clients improve their decision-making capabilities and develop more successful strategies. (Also see our speaking programs and testimonials).

### **Custom Publishing and Content Marketing Services**

We educate target audiences via custom publishing and content marketing services, involving newsletters, op-eds, articles, reports, books, position papers, video interviews, and television shows.

### **Public Affairs and Public Relations Services**

We advocate positions, shape opinions, and build support among investors, customers, employees, board members, policymakers, and the media through public and government affairs campaigns, and public relations and marketing programs.

Our clients have included Bank of America, HSBC USA, AT&T, Exxon, University of Chicago Booth School of Business, Business Roundtable, American Chamber of Commerce, Jiangsu Provincial Government (China), Canadian Government, and U.S. State Department.

See our Services page and list of more than 100 clients.