



*Integrated Communications.
Informed Decisions. Intelligent Client Solutions.*

IMPERIUM PUBLIC AFFAIRS (IPA) is a Texas-based consulting firm specializing in the delivery of political and public policy advice and initiatives to effectively promote and protect client interests. IPA focuses on creating complex public communications and strategic planning for solutions tailored specifically to each client's unique business goals.

Today's political and policymaking environment is shifting radically and rapidly as information travels across platforms and boundaries faster than ever before. Successful organizations can no longer consider government relations, media relations, and public relations as separate functions, but instead must coordinate these distinct messaging efforts.

This is what sets IPA apart as a truly "full service" public affairs firm – our approach is comprehensive and focused on one clear objective – success for our clients. Our broad-based communications experience creates results for our corporate and non-profit clients by integrating communication strategies and successfully engaging key public sector audiences.

OUR STRENGTHS

GOVERNMENTAL RELATIONS

IPA has a keen knowledge of the political process and a strong network of relationships with key policymakers, making our firm effective advocates on behalf of our clients with issues before governmental entities. We base our policy efforts on thorough research, well-developed policy initiatives and well-planned strategies to influence decisions and deliver our client's needs.

The team at IPA works closely with elected officials at every level of government to provide problem-solving advice on issues affecting their respective constituents. This experience gives us the distinct advantage of understanding what influences and ultimately determines the outcome of public policy decisions.

Additionally, IPA is able to enhance our client's strategic positioning by developing strong and effective political and electoral strategies to support effective policymakers.

STRATEGIC AND CRISIS COMMUNICATIONS

When clients face competitive circumstances or agenda-driven attacks by opponents, they need clear and concise strategies to respond effectively. IPA prepares and implements message development and delivery plans in high-pressure environments to successfully guide them through these inevitable threats.

MEDIA AND COMMUNITY RELATIONS

Effective media relations inform the public of a client's business objectives in a positive, consistent and credible manner. IPA has existing relationships with key media outlets which maximizes positive coverage and supports public policy and communications initiatives on behalf of our clients.

IPA assists its individual clients in efforts to maintain relationships with its key constituency -- the public it serves. Positioning the organization as a good civic participant and leader in the community enhances that client's reputation and expresses the value of the client to the community, region and state.

*IPA serves corporate and non-profit clients at all levels, from small start-up concerns to Fortune 500 Corporations.
Client Roster available upon request.*



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Michael Grimes is the founding partner of IPA primarily responsible for supervising strategic communication and issue management services with a core focus on effective and solution-oriented stakeholder engagement on behalf of the firm's select clientele.

Michael possesses a unique blend of education, training, and experience suited for the evolving world of public affairs. He has spent the last 19 years matching his legislative and regulatory knowledge with public relations skills gained while working for policy makers and clients in and around government from both the public and private sectors. These leadership opportunities have honed a keen ability to combine direct advocacy strategies and political campaign tactics to develop successful, proactive issue advocacy campaigns. In addition to building professional credentials throughout his career, Michael also holds a master's degree in Strategic Public Relations from the George Washington University in Washington, D.C.

Prior to founding IPA in 2010, Michael spent over five years as a Partner and President of Capitol Alliance Public Affairs, a full service public affairs and political consulting firm representing clients at all levels of government. During his time with Capitol Alliance, Michael established himself as one of the leading strategic communications consultants in the public affairs and political campaign consulting industry in Texas.

Michael's experience in government and policy making include roles with then-Governor George W. Bush in the Division of Budget and Planning engaged in the state and federal budget process, as well as serving as Chief of Staff and Legislative Director for a senior member of the state Senate, where he supervised media relations and oversaw the development and implementation of various public policy efforts.

Michael is a native of Fort Worth, Texas. After attending and graduating from TCU and UT Austin, he and his wife Jennifer live in Austin and enjoy an active lifestyle with their two children, daughter Emerson and son Lawson. Michael gives back to his community and his state through service on the Board of Directors of the Boys and Girls Clubs of the Austin Area (www.bgcaustin.org) and the Board of Directors of the Texas Land Conservancy (www.texaslandconservancy.org).