



*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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As a Founding Partner of IPA, **Trent Townsend** is responsible for advising clients on the legislative process and providing guidance, strategy, and execution of initiatives designed to achieve positive outcomes and desired results in the Texas Capitol.

Prior to forming IPA, Trent managed Texas Senate offices on both sides of the political aisle – first as Legislative Director for Senator Kim Brimer and most recently as Chief of Staff to Senator Kirk Watson. This valuable experience working for both Republicans and Democrats has given Trent an understanding of the differing philosophies of government and public policy objectives and allows him a unique perspective on behalf of his clients.

During Trent's service in the Senate he served as an advisor and general counsel on a variety of issues with emphasis on the state budget, taxes, transportation, telecommunications, the environment, and heavily regulated industries. In addition, Trent spent a two-year legislative cycle serving as the chief advisor to Chairman of the Sunset Advisory Commission, the state entity responsible for reviewing and streamlining state agency functions.

Trent has established a reputation amongst his peers as an honest and hard worker who has built and maintained numerous contacts in state and local government, state agencies, legislative offices, the executive branch, and advocacy organizations. This reputation has carried over into the private sector and to Trent's representation of his clientele before government entities.

Trent is a lifelong resident of Austin, Texas, and is deeply committed to the Austin community. A graduate of TCU and Baylor University School of Law, he is a member in good standing of the State Bar of Texas and serves as a member of The Seton Forum, YTAC Austin (Young Texans Against Cancer), and the Bachelors Club of Austin. He and his wife Ann have two children, Zoe and Connor.