



*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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IPA's Vice President of Administration and PAC Director, **Sara Allen**, focuses on the daily operations of the firm and all aspects of political activity on behalf of the executives and clients of the firm. Sara comes to IPA from her most recent role overseeing the administration and marketing of the Texas Medical Association's TEXPAC, one of the largest political action committees in the state and the largest medical association in the country. Prior to her work at TEXPAC, she spent time working in state government for former State Representative John Zerwas as well as a stint working at the Texas Farm Bureau as legislative coordinator.

Sara has experience with policy, political fundraising, and advocacy and will be responsible for collaborating with the IPA executive team to maximize the firm's strong performance-oriented public affairs services. She was raised in Keller, Texas, and is a proud graduate of Texas A&M University where she received a B.A. in Political Science. Sara enjoys volunteering for Austin Pets Alive and has a Labrador-Collie/Heeler mix named, Petey, that keeps her busy outside work.