

Grayling Political Strategy

Political and Policy

- Political and Parliamentary monitoring, forward intelligence and research services
- Assisting clients establish and maintain links with the Scottish Parliament, Scottish Ministers, civil servants and local authorities
- Managing political opinion forming and profile raising programmes
- Steering clients through the Scottish legislative process including Committee hearings
- Helping clients communicate with Scottish politicians through meetings, briefings, newsletters and events
- Organising policy events that work

Media and Communications

- Media relations: advice, support and training
- Journalism: interviewing, writing, subediting and publishing
- Editorial support: writing for the media, speeches and presentations

Internal communications: ideas, enthusiasm and material.

For further information please contact:

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Our other offers

Grayling Public Relations

At Grayling we like to keep things clear and simple. Good public relations means effective communication. You need to plan what you want to say, to whom you want to say it, and how to say it well. You need to get the timing right. And you need to choose the appropriate medium.

Our specialist teams include Corporate, Business to Business, Consumer, Healthcare and Public Sector.

We understand the who, what, when, where and why of communication. From New York to Hong Kong, from the world of business to the world of the consumer, we have the breadth, the expertise and the enthusiasm to get your message across.

Grayling Face to Face

We engage the senses, offer audiences an intense experience that reinforces a company's message before, and for several months after an event. We strive to please all of the people, all of the time. Unrealistic? Possibly. But that is our aim.

Whether you are seeking a complete solution to a communication brief, or just want some independent consultancy advice, guidance, or delivery in specific areas, Face to Face will provide the perfect solution.

Such as:

- content development, scripting and software origination
- venue research, negotiation and selection
- creative theming, staging and technical delivery
- design and print production
- related exhibition design and management
- revenue generation opportunities and tight financial control
- online registration and data capture



Political
Strategy

grayling

“Our consultants in each of our offices are used to working together and building strategies for clients to work successfully with several different political and legislative processes.”

“Grayling Political Strategy (GPS) connects the worlds of the Scottish Parliament in Edinburgh, the European Commission and European Parliament in Brussels, Westminster and Whitehall in London, the Welsh Assembly in Cardiff and the Dáil in Dublin.

You can work with each office individually, but an increasing number of clients know that in order to deal with their public affairs successfully they must deal with the multi-layered nature of modern Government. With an office in each city GPS is there to help you do just that.”

John Macgill
Managing Director
Grayling Political Strategy
Scotland



Grayling Political Strategy

Grayling Political Strategy in Scotland is a long established and highly respected communications consultancy providing impartial government and media relations advice for some of the most important companies and organisations operating in Scotland.

Building on the foundation of painstaking research and intelligence gathering, we deliver strategies to ensure our clients get the advice and support they need to deliver their case to the right people at the right time.

The Grayling team in Scotland has an impressive track record of supporting clients to communicate effectively to political, media and general audiences. It is able to meet the needs of clients due to the varied backgrounds of the team members themselves.



“Whatever the world, whatever the level, you need to speak to the right people in the right way”

Grayling is an international consultancy specialising in integrated corporate communications offering public relations, political strategy and face to face management. It was established in London in 1981.

Grayling has its headquarters in London with a national and international network on three continents through 10 offices in eight countries.

Grayling's clients are drawn from a number of different areas – consumer, technology and telecommunications, pharmaceuticals and healthcare, banking, government departments and other public sector organisations. What's more, Grayling works for some of the biggest names in each of these areas.