

Communications: Strategic and Crisis Communications

Professionals

Sarah Sloan Batson

Nexsen Pruet partners with our wholly-owned subsidiary, NP Strategy (NPS+), for needs ranging from strategic communications, analysis, media relations, crisis communications, event management and more.

NPS+ is led by a veteran group of professionals from media, public policy, public relations and business backgrounds, who bring their wealth of experience to bear to positively impact clients.

From nonprofits to international corporations and government to local businesses, NPS+ works with a diverse group of organizations that span many sectors and industries.

Not all strategies are created equal.

Community Assessment

We provide key knowledge and insight into how local and state governments operate and who influences important decision-makers.

Crisis Management

We have an experienced team that can prepare you for the worst, and if it happens, will be at your side every step of the way.

Media Relations

With former journalists on our team, NP Strategy is well-equipped to foster cooperation between business leaders and members of the media.

Message Development

Without the right message and delivery, even the best project can fail. We help you develop the right message.

Stakeholder Management

Thorough planning for how to engage, manage expectations, and predict reactions, can be the most important step in the success of a project.

Event Management

Planning and executing an event should be time-consuming and detail-focused for successful results.

Digital and Social Media

We advise clients on how to utilize digital media, build and leverage websites and manage social media campaigns to achieve their goals.

Contact Us:

www.npstrategy.com

News

07.06.2021 | Media Mention

Bobby Robinson Offers Tips to NCAA Athletes Looking to Leverage Their Name, Image, and Likeness

02.04.2021

Site Selection Consulting - US Golf Association

06.24.2020 | News from Nexsen Pruet

Bob Coble and Amanda Loveday recognized in "Power List 2020: The People Who Get Stuff Done in Columbia"

12.12.2019 | Media Mention

Sam Johnson Featured in University of South Carolina Alumnus Spotlight

Insights

06.24.2021 | News from Nexsen Pruet

Stay Informed: COVID-19 Resources Page

01.23.2020

South Carolina Politics: Four Things to Watch in 2020

11.05.2019

Commandment #7: Don't Talk to the Media? Maybe, Maybe Not

03.12.2019

What Lawyers and Public Relations Pros Can Learn from Each Other

07.12.2018

The natural conflict between Legal and PR