



Many organizations look for communications advice when facing a challenge, because they recognize the value of impartial advice and the importance of planning, developing and delivering the right materials. As experts in organizational process change, XIO understands the importance of effective communications during a wide variety of business improvements, technology deployments and other complex initiatives, making us perfectly suited to the task. We take pride in understanding our clients' needs and stand ready to deliver the right communications program to take your organization to the next level of success.

ABOUT XIO

XIO Strategies is a Vienna, Virginia-based consulting firm. Within our Communications Consulting Practice, we have worked across many federal government agencies to launch programs that enable improved organizational results. We do more than build campaigns that look nice, we sit side-by-side with our clients, understanding their challenges and opportunities and then developing the right materials to meet their needs.

We invite you to learn how our diverse roster of clients, including the Walter Reed Army Medical Center, U.S. Office of Personnel Management, Defense Logistics Agency Energy, U.S. Navy and more, have benefitted from improved communications planning, branding initiatives, and public affairs support from our professional consultants.

WHAT CAN XIO DO FOR YOU?

Strategy Development

The XIO methodology is about building the right strategy for you – from scratch – and delivering a detailed roadmap for your internal and external communications efforts. Because without an effective plan, your communications efforts may be inconsistent and disjointed, threatening organizational success.

So whether you need a Strategic Marketing Plan to document objectives, audiences, metrics and other criteria, or a completely new look for your brand, XIO can assist your team with unbiased research, thorough analysis, and a disciplined program to guide your organization. XIO is well-versed in supporting our clients' needs in many areas:

- Research & Surveys
- Market Positioning & Planning
- Brand & Logo Development
- Marketing Message Development

Marketing Communications

Is it time to be more proactive in getting the word out about your organization? Instead of falling back on the "same old" communications tools you've always used, how about developing a program that truly resonates with your audience?

XIO believes the best communications programs integrate internal and external messages to deliver a straightforward and memorable story. Not only does this approach ensure that you are speaking with one voice across all audiences, but it will enable you to use resources (time and money) most effectively. Talk to us today about:

- Communications Plan Development
- Copywriting, Design, & Production
- Web Design & Interactive Media
- Event Planning & Management
- Public Affairs Support

BENEFITS AT A GLANCE

Leverage research and planning tools to build a program that delivers.

Manage process change through memorable and timely communications.

Build or revitalize your brand to deliver the right message to your key audiences.

Plan and deliver exceptional events for both internal and external groups.

Support your organizational goals through effective use of Internet resources.