

WILSON GLOBAL COMMUNICATIONS, LLC

Strategic International Public Affairs Consultancy

Wilson Global Communications, LLC is a strategic international public affairs and marketing communications consultancy, specializing in constituency relationship building, program logistics management, cross-cultural training, and media relations services.

Our experience spans 15 countries, including the United States, South Africa, Brazil, China, Ghana and France. Wilson Global customizes programs to support building and enhancing relationships between and among American students, leaders and organizations in education, business, media and civic affairs.

CERTIFICATIONS



DUNS: 167202188

CAGE: 43BE2

CONTACT INFORMATION

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Wilson Global Communications

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CORE COMPETENCIES

➤ *Management Consulting Services*

- Administrative support of client projects
- Strategic communications project management; logistics; implementation

➤ *Training & Knowledge Transfer Support*

- Motivational and educational presentations
- Cultural protocol briefings
- Oversight and administrative services for Public-Private Partnership projects

➤ *Media Relations & Promotion*

- Develop storytelling messaging for targeted audiences
- Pitch and place stories in traditional and digital media

- Secure client media interviews
- Produce and develop culturally-sensitive media programming for global audiences

➤ *Trade Mission Management*

- Organize and manage international trade missions, meetings, conferences, forums, seminars, and press events
- Manage logistics for national and international delegations
- Interpret foreign guidelines for delegations into strategic culturally-sensitive action plans to enhance cross-cultural understanding
- Provide creative and cross-cultural guidance for mutually-beneficial education and business collaborations
- Support and oversee programs for foreign language translation services

NAICS CODES

Primary: 541611 Administrative Management and General Management Consulting Services

- 541820 Public Relations Agencies
- 541613 Marketing Consulting Services
- 541840 Media Representatives
- 541890 Other Services Related to Advertising
- 541910 Marketing Research and Public Opinion Polling
- 541930 Translation and Interpretation Services
- 561614 Logistics Management Consulting Services
- 561920 Convention and Trade Show Organizers
- 611430 Professional and Management Development Training
- 711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 928120 International Affairs

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PAST PERFORMANCE

- **U.S.A. – Historically Black Colleges & Universities**
Managing a 40-member Network of HBCUs, many in Congressional Black Caucus districts, for participation in student study abroad programs.
- **Trinidad and Tobago – BHP**
Facilitated a cultural awareness seminar and workshop for top 20 executives at world leading Australia-based oil and mining resources company.
- **Virginia, U.S.A. – The Phoenix Group**
Providing background research and strategic plan to expand safety product commercial sales internationally of the veteran-owned small business.
- **Virginia, U.S.A. – Hampton University**
Providing Chinese language translation, brand promotion, publishing and distribution in China of “The Principles of Leadership” a book authored by the university president.
- **Texas, U.S.A. – Women’s Business Enterprise Alliance**
Developed and launched training program for entrepreneurs and small businesses on processes for exploring international opportunities.
- **Washington, D.C., U.S.A. – African Union Mission to the U.S.**
Provided media relations and training services to the staff of the mission which represents 54 African countries in the U.S.



The Americas



Africa

- **Republic of Malawi – Office of the President**
Organized a “Doing Business in Malawi” forum with U.S. business and government leaders.
- **Republic of Liberia – Firestone Natural Rubber Company**
Created and produced “Good News Liberia”, a 30-minute radio program to update Liberians in the Diaspora on the democratic process under the leadership of Pres. Ellen Johnson Sirleaf; advocated participation in rebuilding the country after 15 years of civil war.
- **Federal Republic of Nigeria – Ministry of Communications**
Developed and organized the North American country image launch of “Nigeria: The Heart of Africa.”
- **Republic of Ghana – Ghana Investment Promotion Centre**
Created, developed and published maiden issue of the Ghana Club 100 magazine featuring the top 100 businesses to promote direct foreign investment.

- **China-United States Exchange Foundation**
Developed and organized an African American initiative to introduce African American leaders and students to China, and learn of its history and culture for collaborations in education, business and civic affairs.
- **Hong Kong Trade Development Council**
Recruited and managed delegations of American businesses to travel to Hong Kong for participation in the Asian Financial Forum.



Asia



Europe

- **France – Areva T&D**
Created and produced a promotional video and radio program for the largest nuclear energy company in France, to market and launch new software program designed to mitigate blackouts during the CIGRE worldwide conference in Paris, France.