



... inspired politics & governance

A POLITICAL AND GOVERNANCE CONSULTING FIRM

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ABOUT

US

INTRODUCTION

Politico Inspiro is a governance and political consulting firm for candidate and initiative campaigns, political parties, governments, advocacy organizations etc.

Politico Inspiro develops and implements all aspects of a political, governance and advocacy campaign – from polling, research and fundraising, to digital advertising strategy, policy development, production, branding and creatives etc.

Furthermore, we develop and implement political, communications, brand and media strategies for campaigns at the national, state, and local government levels.

Politico Inspiro has its headquarters in Abuja, Nigeria and aims to promote an inspired form of politics and governance.



"thoughts become things."

Bob Proctor



MISSION

To provide unmatched political and governance consulting services by exuding a culture of excellence and innovation therewith, aiding client satisfaction and success.

VISION

To be the globally recognised Political and Governance Consulting firm.

OUR SERVICES

✿ CONDUCTING AND IMPLEMENTING EXPERT RESEARCH

We offer services, which will enable clients have a complete understanding of political situations and the conditions in which campaigns will be waged. For the team at Politico Inspiro, research is where we start and where we take into account the differences and peculiarities of each campaign. We carry out realistic assessments of the political landscape in which a client is faced with and will be running on.

By properly utilising resources and setting clear priorities, our team will compile the kind of information clients will need to develop a good strategy and be prepared for most events in political campaigns.

Our Expert Research Services also includes:

✿ CONSTITUENCY SATISFACTION SURVEY

With the experience of our staff, we run comprehensive surveys targeted at specific components to identify campaign supporters, gather feedbacks from constituents on project implementation and personality ratings, speech reactions etc. This gives the necessary insights needed to drive causes and run quick polls on hot button issues.

✿ CONDUCTING AND IMPLEMENTING SURVEYS

The team at Politico Inspiro quickly defines and gets insights from your potential target market. We conduct and implement surveys to profile people or indicators so as to reach the targeted audience. With these services, decision making will be as effective and reliable as possible.



✿ CAMPAIGN STRATEGY DEVELOPMENT

In developing a campaign, we approach and see it as an organised and purposeful effort to create change, which is guided by thoughtful planning. Before taking action, we learn as much as possible about the existing situation, who is affected, what changes could improve the situation, what resources, tactics and tools are available to implement a campaign that will address the issue. As such, we go extra mile to ascertain all information needed to develop a robust strategy. This strategy will promote the selection of the right tactics and tools for clients, craft clients messages, create a time line, as well as implement, document and evaluate campaign activities.

✿ EXPERT MOBILISATION SERVICES (PEOPLE AND RESOURCES)

Being inventive in campaigns is of great importance and our team renders services to develop and implement creative outreach strategies to increase people as regards voters' turnout, identify key volunteers & supporters and raise more money as a vital aspect of mobilising resources.

✿ MANIFESTO DEVELOPMENT

Building up a good manifesto for clients will entail liaising with clients to know and state what plans are in order to be executed during the period of leadership (vision), and what changes to be made (goals), void of struggling with political opponents or making unrealistic promises. In this, we take quality time in liaising with our client before putting down what we believe can be achieved and what the masses would respond to.





• POLITICAL COMMUNICATIONS

Our Political communications services includes:

Communication Strategy Development, Communications Strategy Implementation & Management, Public Engagement, Documentary Production, Design & Prints.



✦ COMMUNICATION STRATEGY DEVELOPMENT

It is a known fact that communication is an inevitable factor in running campaigns. To stage an excellent campaign we adopt the use of traditional, digital & social media strategies to help clients develop and design ways to effectively communicate and meet laid down objectives. We bring into play the key elements of communications strategy as well as how press/PR, web strategies and marketing plans fit into the campaigns overall communications strategy.

✦ COMMUNICATIONS STRATEGY IMPLEMENTATION AND MANAGEMENT

Implementing a communications strategy via digital, social and traditional media for campaigns is crucial as its development. At Politico Inspiro, we customise a disciplined process or logical sets of connected activities that enable us adopt a strategy and implement it for clients. Also, we ensure all forms and contents of communications are properly managed, from managing relationships between clients & the general public, to satisfying client's needs to elicit positive support for the campaign, offering comprehensive services on the social and traditional media etc. We utilise a variety of communications tools and techniques for campaign communications implementation & management activities.



✦ DOCUMENTARY PRODUCTION

Documentaries have the capacity to assist in organising the thoughts of the public about a candidate or a government, the establishment of the needed information on a candidate's background and achievements in the minds of people etc. Videos, photographs and the likes hold powerful messages having the potential to aid in transforming individuals and communities. Using our documentary production services, we strategically engage audience in campaigns that will take clients messages beyond the confines of homes and the screens of gadgets to becoming vital tools for raising awareness and promoting change/transformation.



✦ CONTENT DEVELOPMENT, DESIGN/PRINT

We understand how important it is for a political candidate to rally supporters with properly designed & custom printed materials. Through this, unique designs are put together to show the masses how our clients' intentions are different from others. Great designs & printings can be used to explain complicated information and can in turn influence the minds and choices of the people with our in-depth content experience. Political Inspiro offers a wide range of content design development & printing services from magazines to brochures, project & annual reports, success stories, manuals, facts sheets, calendars, flyers, banners and many more. We also provide infographics and data analysis using charts and other pictorial representations.



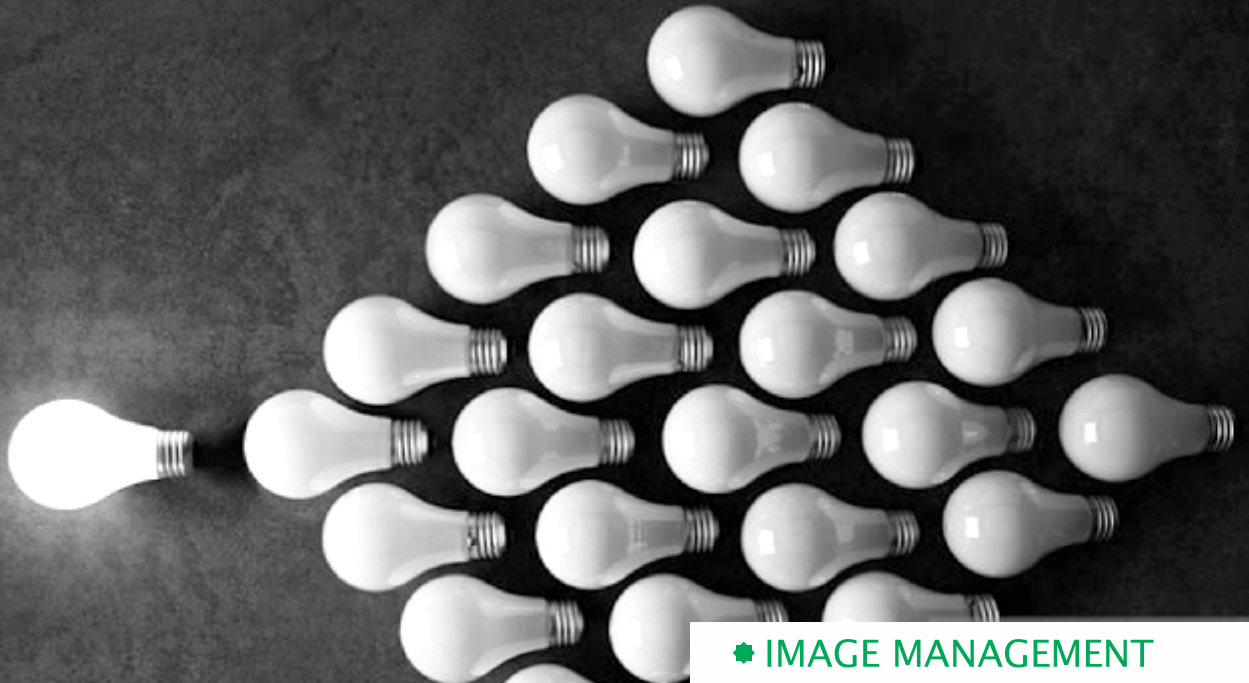
✿ PUBLIC ENGAGEMENT

Politico Inspiro promotes the engagement of targeted audiences and the general populace for politics and governance related activities. This is done via various platform such as townhall meetings, media engagement, ICT tools e.t.c. Comprehensive public engagement will help promote transparency and accountability, effective service, build trust, ownership and sustainability.



◆ SOUVENIR PRODUCTION

We print on t-shirts, pens, towels, umbrellas, bags, mugs etc using the most advanced digital technology for promotional/Campaign purposes. We are experts in screen-printing, heat transfer, embroidery making, monogramming and other branding technology methods.



✦ IMAGE MANAGEMENT

Our Image Management Services includes:
Branding, Brand Promotion, Reputation Management, Client Profiling.



✿ BRANDING

Every political campaign needs a brand in order to effectively communicate with voters. Today, this is more than just a logo, use of colours and a slogan. Branding a client is determined by actions or conducts both offline and online. We help clients develop an approach that will engage the target audience, nurturing public relationship and creating brand loyalty.

✿ BRAND PROMOTION

Having the best message without proper dissemination equals to zero. Getting a message out in the loudest and fastest means to the general public with the adequate brand promotional products is what counts. At Politico Inspiro, we don't wait for the electioneering period to begin the promotion of our client's brand. A foretime, we begin to roll out our client's brand, to make emphatic impressions in the minds of the citizenry.

✿ REPUTATION MANAGEMENT

Politicians arguably have a tough job that requires being in the public eye. Politicians, after all, are directly responsible to constituents, and that requires being on message at all time. Careful political reputation management is key not only to being elected, but also to staying elected. We help manage our clients' reputation online and offline, thereby cancelling out false news, misrepresentation etc.





✦ CLIENT PROFILING

Creating a client's persona or an ideal client profile plays a huge role in political campaigns. We understand the need for an ideal client profile. Knowing that the political space is flooded with competition, an ideal client profile is critical to marketing success. With the necessary details about our clients, we build excellent and winning profiles for our clients.

✦ POLLING SERVICES

Our Polling service offer solutions in simplifying the political process to produce positive results. From using the necessary tools to capture valuable voter opinions on pre-programmed subjects, to having a complete in house professional data analysis service, political advisors, etc. Our goal is to provide the best value to our clients.

✦ MOBILE AND WEB APPLICATIONS

Politico Inspiro helps to define client requirements, write specifications and design, develop, test and integrate systems. We help our clients develop mobile and web applications that will help create awareness or more visibility. Our clients will benefit from a robust set of methodologies, frameworks, campaign accelerators and software assets to deliver high quality custom applications.

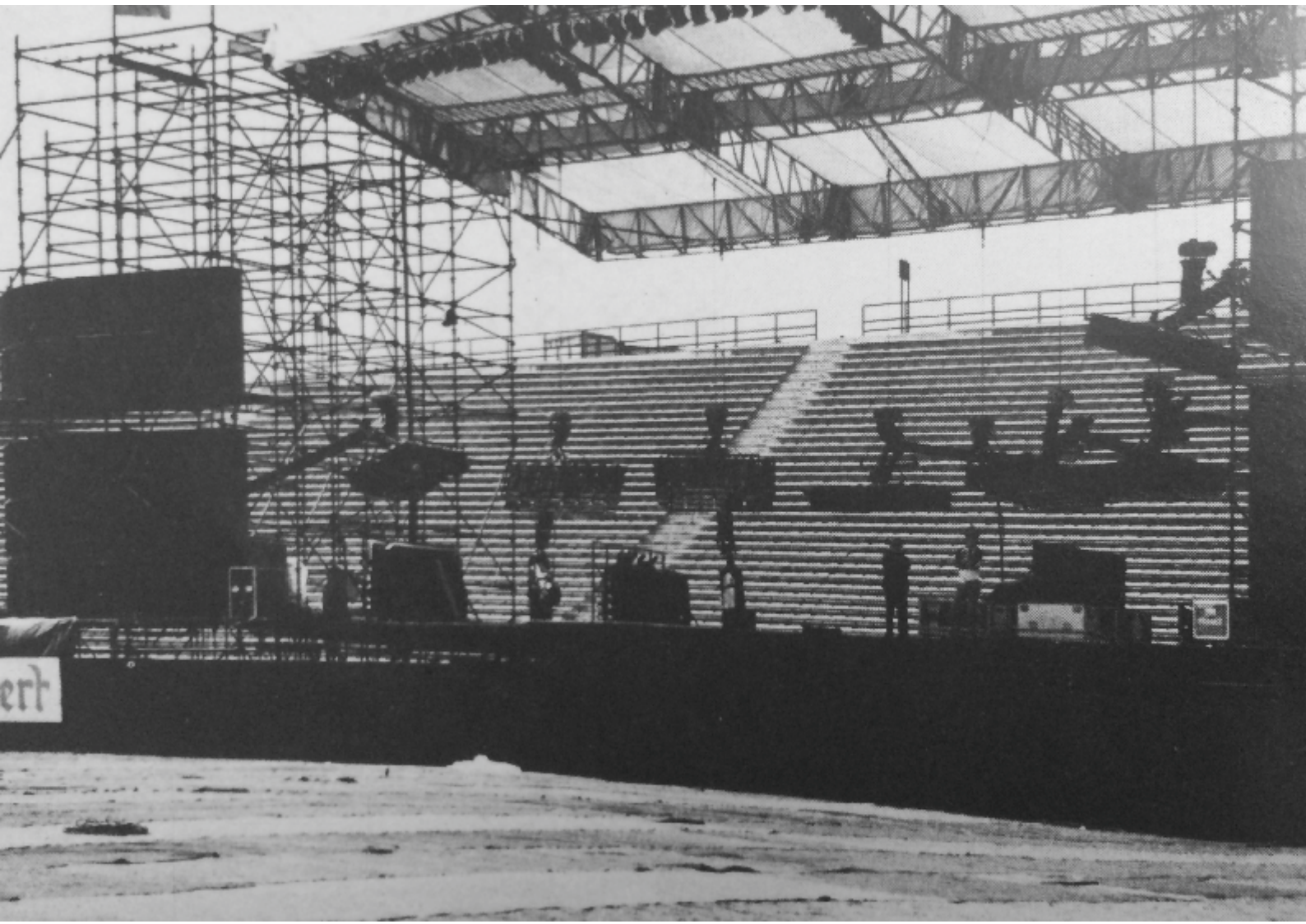




✦ FUNDRAISING MANAGEMENT

Politico Inspiro provides fundraising management support to candidates running for public office. Politico Inspiro successfully builds a campaign war chest by implementing a rigorously and comprehensive fundraising system that incorporates all facets of campaign funding. We develop and oversee fundraising plans, strategies and structure. We collaboratively design and manage fundraising campaign events and other digital crowd funding structures such as sms short codes, online fund raising, etc to achieve the best possible combination of response, giving, and donor satisfaction. We orchestrate the campaign effort from start to finish.

#OurServices





✦ CAMPAIGN MANAGEMENT

Moving from one city to another city to campaign with no proper management could reduce the necessary visibility a candidate need to win an election. That's why we have setup a convenient and easy way for our client to campaign without having to worry about anything. We help our clients with general logistics, hotels, mobilisation of supporters, staging of campaigns in each city/town, printing of flyers and banners and many more. Politico Inspiro's team of professionals brings a lot to the table, including election-tested strategy management that covers every part of a campaign during each of its phases. Our superior political campaign management company allows candidates to build a strategy that works for them. No matter what they're campaigning for, it is essential that everyone on the team can support and stick to the ultimate goal of Winning!

✿ QUALITATIVE REVIEW

Qualitative review of projects involves the collation of pictorials, testimonials and information about project impact for production of success story booklets, documentaries, photobooks, fact sheets etc. The review involves visits to project/programme locations to collect pictorial evidences of unique projects and testimonies from beneficiaries and other stakeholders. The qualitative review of projects/programmes achieves the following:

- Ensure a robust documentation and understanding of the achievements and strengths of the project/programme.
- Document and showcase project deliverables and outcomes under reviewed project/programme.
- Showcase improvements in planning, governance, Project implementation, project completion, accountability, Service delivery, ownership and sustainability via the program.
- To bring to the forefront success stories from direct beneficiaries of projects implemented.
- To bridge the gap in communicating project deliverables to the general public.

✿ MONITORING, EVALUATION AND IMPACT ASSESSMENT

Political Inspiro helps develop and implement tailored Impact assessment services to Clients for the evaluation of the impact of projects and programmes on People, Policies, Organizations, the environment etc.

The processes involved generally include;

- An agenda setting where the scope, resources and specific objectives are defined to aid in delivering accurate results/findings.
- The development of assessment tools which can range from printed out questionnaires to be filled by research assistants to data enumeration using android devices.
- The findings from the data collection exercise and oral interviews are analysed and represented in both prose and graphic formats.

A report of the impact assessment findings is generated with recommendations to be implemented by the client.



Figure 4: Specific trade concerns raised in the TBT Committee



Figure 2: SPS trade concerns by subject, 1995 to end 2010

✿ AUTOBIOGRAPHY

Politico Inspiro understands how important it is for our client to get the right information about themselves out to the people. Autobiographies not only share events that occurred in someone's lifetime, but help future generations relate to those events by explaining their effect on the lives of those who lived through them. This has the advantage of personalizing historical events. We sit with our client and help them structure their autobiography in a compelling manner.

✿ BULK SMS, EMAILS

Creating client awareness and engagement is easy with our Bulk SMS and Email service, which gives you the ability to design compelling marketing campaigns and broadcast them out to hundreds, thousands, even millions of potential audience at once. Politico Inspiro will develop contents that will be sent in bulk via SMS and Email to potential audience.

✿ FACILITATION OF PUBLIC INTERACTION EVENTS/PLATFORMS

Politico Inspiro help clients facilitate public interaction events such as Town hall meeting with stakeholders in the electioneering process which includes; electorates, party members, community/traditional heads, civil society organisations representatives etc. This will help our client to get necessarily feedback on how the people perceive them and how our client can make adjustment where necessary.





✦ SPEECH WRITING

Politico Inspiro's approach is completely client-focused. We work in the way that best suits our client: no-one else. We understand that flexibility is one of the most important attributes in a successful speechwriter. We write Speeches that will communicate the intents of our client to the target audience.





☎ +234 809 555 0361

✉ politicoinspiro@sevenstarng.com

🌐 www.sevenstarng.com/politicoinspiro.com

📍 4th Floor, Nigeria Reinsurance Building,
Plot 784A, Herbert Macaulay Way, Central Business District, Abuja.