



# Washington Briefing

An International Policy Event

**The Washington Times**

**eastwest**  
COMMUNICATIONS  
Branding Nations to Compete Globally



# Help shape policies...

Washington is all about issues and shaping policies that impact America and the rest of the world. **Washington Briefing** was initiated to provide an opportunity for you to communicate your positions on key issues to decision-makers in the American capital.

By working closely with the powerful *Washington Times*, you can get your message to the movers and shakers in Washington, and have an impact on the policy development process.

The *Washington Times*, in collaboration with East West Communications, has developed **Washington Briefing** to ensure that the concerns and perspectives of governments, organizations and industries throughout the world can be heard.

Among the many **issues** that can be **promoted** through these briefings:

energy security  
 economic development strategies  
 religion, politics and policy peace  
 effective international aid new technologies  
 international tourism development  
 international security regional integration  
 global international investment  
 and regional trade  
 tackling the spread of diseases  
 international harmony strategic analyses  
 environment combating international terror  
 bilateral and multilateral problems  
 combating international crime  
 trade

# ...talk to Washington's elites

Washington is arguably the most important city in the world. Decisions made in the American capital affect not only all Americans, but people and nations everywhere.

To reach the extensive Washington audience of opinion-shapers and decision-makers, you need to use a variety of communication tools and channels. **Washington Briefing** is designed to do just that, through combining news-making events with attractive, well-written editorial products distributed directly to Washington's policy elites.

The audience reached by **Washington Briefing** includes:

- White House
- State Department
- Defense Department
- Commerce Department
- Energy Department
- Agriculture Department
- Every Congressman
- Every Senator
- Think tanks (Heritage, Brookings, AEI, SAIS, CATO, etc)
- IMF and World Bank
- 170 Foreign embassies
- Major media
- Industry associations
- Fortune 1000 CEOs
- 180,000 readers of The Washington Times





! ! We know that the world needs to speak to Washington about issues that are important to nations, regions and the whole of humanity, especially in these turbulent times. We created Washington Briefing to meet that need, and we will work with you to get your issues heard. ! !

-Thomas P. McDevitt  
President & Publisher  
*The Washington Times*



! ! Love it or hate it, Washington is where decisions are made that impact the lives of people everywhere. The people, organizations and nations that engage Washington most actively are the ones that have the best chance of influencing policies to their benefit. Washington Briefing is a perfect tool for them to use. ! !

-Thomas Cromwell  
President  
East West Communications

*For package details and prices, contact:*

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