



Integrated Communications

Providing public relations and strategic communications services and products

SAIC produces comprehensive communications campaigns and specific communications products to meet a variety of marketing, outreach, promotional, educational, branding and training objectives. The SAIC team comprises professional communications planners, writers, editors, graphic designers, Web site designers, videographers and photographers that work closely with clients to solve communications challenges ranging from change management and risk communications to training, stakeholder outreach and marketing.

The SAIC approach to communications includes rigorous research, comprehensive planning, creative design and development, and thorough feedback and evaluation to help ensure that client objectives are met on time and within budget. SAIC's integrated communications campaigns have received awards from the Public Relations Society of America and other professional organizations.

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Strategic Communications Planning

SAIC analyzes communications objectives, identifies target audiences and stakeholders, develops strategic communications plans that deliver key messages, and proposes the most effective communications solutions to achieve short- and long-term results.

Print Development and Publication Management

SAIC's writers and editors, graphic designers and photographers transform complex information into clear, concise text and innovative visuals for newsletters, reports, books, training manuals, brochures, press releases, newspaper and magazine articles, exhibits and other print materials.

Video Production

SAIC's industry-recognized videographers, producers, directors, writers and video editors create powerful broadcast-quality programs for informational, advertising, educational, training and marketing campaigns that inform, inspire and educate.

Graphic Design and Photography

SAIC's graphic designers and photographers produce innovative logos, type treatments, layouts, cover designs, images and all other visual elements for print, video and Web products.

Web Site and Multimedia Design and Development

SAIC's expert designers and programmers integrate form and content to create dynamic and user-friendly Web sites and multimedia products, including online training programs.

Exhibit Design and Logistical Management

SAIC's exhibit design and management team produces creative and informative exhibits for a variety of display purposes. The team also supervises the construction of exhibits and handles all logistical aspects of exhibit display and management.

Two-Way Communications

SAIC develops strategies and tactics to promote two-way communications for both internal and external audiences. We develop online, face-to-face and other innovative methods to enhance direct communications and outreach efforts in support of critical issues for our clients.

Evocative Training

Evocative Training is a unique multimedia approach to training that is designed to evoke an emotional response from the audience, helping to make the instruction more meaningful and memorable. Evocative Training blends original dramatic scenarios with documentary interviews, briefing slides, and other instructional materials. The approach is particularly effective when training on difficult subjects such as casualty notification, sexual assault and suicide.



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