

MPA PHL PROFESSIONAL DEVELOPMENT SERIES

# BUILDING LONG-TERM

## ADVOCACY CAMPAIGNS AND STAKEHOLDER MANAGEMENT

MONDAY APRIL 4<sup>TH</sup> | 6PM – 7PM



JESSICA COSMÈ

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**VICE PRESIDENT, PUBLIC AFFAIRS & STRATEGIC COMMUNICATION**

**Creating- even passing- good policy is just not enough to ensure success in today's world. To truly drive change you have to tell the story behind the effort and to do that, you need a plan. Join us to discuss how advocacy, government relations, strategic communications, and stakeholder management come together to influence public policy, build and maintain strong reputations, and build effective campaigns.**

#### **As Vice President, Public Affairs & Strategic Communication**

**at Bellevue**, Jessica works with clients to navigate and preserve relationships and manage reputations. Through her extensive background in navigating fast-paced, high-pressure communication environments, Jessica has worked with political figures, nonprofit leaders, major businesses, labor unions, and issue advocacy groups communicate through complex issues in highly public environments.

At Bellevue, Jessica's client roster includes Fortune 500 companies, nonprofits, issue advocacy organizations, and educational institutions including Amazon, PECO, the African American Chamber of Commerce, Pennsylvania Academy of Fine Arts, and Everytown for Gun Safety. Jessica also leads the firm's coalition work to raise Pennsylvania's minimum wage and reduce gun violence in the city of Philadelphia.

She has served as the National Finance Director for Pennsylvania Governor Tom Wolf, advised leaders in the Pennsylvania Legislature and members of Philadelphia's City Council, and served as the Communications Director for PASNAP, one of the fastest-growing healthcare sector Labor Unions in Pennsylvania.

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