

SIGNATURE ENGAGEMENT

Federal & International Operations: Trade Summitry & Multi-Agency Convening

FEDERAL GOVERNMENT | INTERNATIONAL TRADE & DIPLOMACY | MULTI-JURISDICTION COORDINATION

THE CHALLENGE

High-level international convenings require coordination across sovereign governments, federal agencies, local jurisdictions, security, media, and hundreds of private-sector participant, all converging on a fixed date with no room for failure. In 2003, two major events required this level of coordination: the Free Trade Area of the Americas Ministerial in Miami and the Partnership for Prosperity Summit in San Francisco.

THE APPROACH

As Special Assistant to the Under Secretary for International Trade at the U.S. Department of Commerce, Julie Kay Roberts served as a primary U.S. government point of contact for both events. For the FTAA Ministerial, she coordinated across 34 country delegations and aligned the White House, State of Florida, City of Miami, Miami-Dade County, host committee, and ministerial staff. For the Partnership for Prosperity Summit, she developed and executed the plan that convened 700 U.S. and Mexican businesses with senior officials of both governments.

THE IMPACT

Both events ran at scale in zero-failure-tolerance environments involving senior government principals, international media, multiple jurisdictions, and private-sector participants. This experience demonstrates a core JK Roberts capability: aligning stakeholders who do not answer to one authority and moving them toward a shared objective under pressure.

RELEVANT CAPABILITIES

EXECUTIVE OPERATIONS • FEDERAL COORDINATION
STRATEGIC CONVENING • STAKEHOLDER ALIGNMENT
EVENT STRATEGY • INTERNATIONAL ENGAGEMENT

34

COUNTRY DELEGATIONS
COORDINATED (FTAA)

700

U.S. & MEXICAN
BUSINESSES CONVENED

2003

TWO ZERO-FAILURE
SUMMITS DELIVERED