



# APCO Worldwide in the UK

APCO Worldwide is an award-winning, international, strategic communication consultancy. APCO's UK office is at the heart of a dynamic European region working with national and multinational clients to shape business and government opinion around the world.

APCO in the UK is an integral part of an influential structure of offices located throughout business and media capitals around the globe. Clients benefit from APCO's ability to tap into the expertise of over 550 executives with media, business, political and non-governmental organisation (NGO) backgrounds, bringing a unique blend of skills and experience to develop tailor-made communication solutions. From new market entry and research-based campaigns to managing crises and challenging issues, APCO's capabilities are as varied as its clients' requirements.

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APCO understands the importance of addressing a range of audiences to achieve client goals. Positioned at the crossroads of business, policy and media, APCO is uniquely placed to deliver results through corporate communication, stakeholder relations and strategic positioning in public and regulatory environments. APCO works in partnership with clients to:

- Develop and deliver messages to key target audiences
- Build consensus with politicians, policy-makers and government officials in Westminster, UK devolved administrations, Europe and throughout the world
- Engage the media
- Develop corporate positions in new market places
- Develop and communicate corporate responsibility (CR) strategies and initiatives
- Tackle issues that drive business value, such as intellectual property, competition and trade policy
- Communicate effectively before, during and after a crisis
- Gather and analyse market intelligence and opinion to help drive communication strategy, tactics and execution
- Produce targeted and customised digital communication programmes

APCO has expertise in a broad spectrum of industries, often with overlapping concerns. These include:

- Emerging markets
- Energy
- Financial services
- Fast moving consumer goods
- Healthcare
- Natural resources
- Real estate
- Technology
- Telecommunications
- Transportation

**APCO**  
worldwide®

[www.apcoworldwide.co.uk](http://www.apcoworldwide.co.uk)



## GOVERNMENT RELATIONS

Working to the highest standards of best practice, professionalism and integrity, APCO delivers a full spectrum of strategies for communication with and between governments. APCO embraces the principles of honesty and transparency as defined in the Association of Professional Political Consultants' Code of Conduct.

### **Strategic counsel**

By providing strategic counsel on the formulation and positioning of clients' key objectives and messages, rather than focusing solely on reactive crisis management, APCO helps shape and achieve an understanding of government affairs that strengthens and informs clients' long-term business strategies.

### **Advocacy**

Through advocacy strategies that adhere to industry best practices and internal standards of professional integrity, APCO facilitates the effective delivery of clients' key messages to elected leaders and government officials. Advocacy services include message design and development, stakeholder outreach and third-party endorsement programmes. APCO's experts include senior practitioners who have served in the positions and networks clients seek to influence, providing a unique insider's perspective.

### **Managing the regulatory environment**

By effective, proactive tracking of the national and international regulatory environment, APCO helps clients foresee future regulatory challenges, not just respond to immediate pressures. APCO also helps clients gain a deeper understanding of the regulatory environment and its influence on their business strategy and corporate reputation. Services include mapping, forecasting and planning responses to regulatory changes, as well as formulating a strong voice for clients from the initial public consultation.

### **Westminster and the UK devolved administrations**

APCO's reputation and breadth of networks within Westminster and the UK devolved administrations is a tangible benefit to clients. Coupled with expertise in managing issues, sensitivities and shifts in the political landscape, APCO delivers advocacy programmes that are effective, professional and well-received by Westminster and related stakeholders.

### **European Union**

In partnership with APCO's Brussels office, APCO delivers strategic counsel, advocacy, regulatory mapping and stakeholder outreach within the European Commission and the member states of the European Union. Pan-European campaigns are delivered by experienced political strategists and supported by a diverse group of native language speakers, along with the local knowledge of APCO consultants across Europe.

### **Services for governments**

APCO's experience includes national governments from every continent who need assistance with defining and delivering their international leadership objectives. APCO provides strategic counsel at the highest levels, helping to define and formulate policy choices, as well as to implement innovative strategies in the areas of profile building, reputation management, stakeholder outreach, third-party endorsements, media relations and international dialogues.



## STRATEGIC COMMUNICATION

For UK clients and for overseas clients working in the UK market, APCO takes an integrated approach to communication techniques related directly to business objectives. By combining opinion and market research with an overlapping set of communication disciplines, APCO delivers campaigns focused not on communication for its own sake, but on delivering business results for clients.

### Media relations

Reporters, editors and news directors want timely information from credible, accessible sources. Because many of APCO's consultants are former journalists, APCO knows how to provide the media with news they can – and do – use. APCO's team of experts utilise their strong relationships with UK media organisations along with comprehensive interview and message training to help clients gain optimal results from media engagement.

### Reputation and opinion research

APCO believes sound research guides all successful communication activity. APCO's in-house opinion research and message development team, APCO Insight®, collects and analyses information to help drive communication strategy. Employing traditional techniques – such as polling and focus groups, as well as cutting-edge proprietary methodologies – APCO helps clients convey the right messages to the right audiences. These proprietary reputation and brand measurement research methodologies help clients understand and shape corporate reputation, strengthen brands and communicate effectively on a wide variety of issues.

### Internal communication

As well as counselling clients on how to tell their stories externally, APCO helps them build understanding amongst their employees through regular, multi-channel communication. APCO's goal is to help create a culture based on mutual trust and respect where all members of the team know and share their organisation's goals. APCO also advises clients on the most effective ways to structure their own corporate communication departments.

### Crisis communication

APCO's integrated, strategic approach offers access to our seasoned specialists, drawn from government, industry and media throughout the world. This forms an international, around-the-clock team capable of dealing with crises by providing the communication tools and training to equip executives to successfully meet critical business situations head on.

### Corporate responsibility

As pioneers in the field of CR, APCO's professionals know that you cannot run a successful business in an unsuccessful world. For over 20 years, APCO has developed cutting-edge programmes to meet – and exceed – stakeholders' diverse expectations. Whether forging innovative partnerships with governments and NGOs to accomplish joint goals, promoting and communicating sustainable business agendas, or leveraging enhanced transparency to increase public trust, APCO's team shows clients how to turn CR investment into a tangible return on reputation.



### Online communication

APCO Online® is a recognised leader in leveraging the online channel to help clients shape their reputation, influence issue environments and attract and mobilise supporters and endorsers locally, nationally and globally. APCO provides online strategic counsel and implementation support for many of the world's largest businesses – helping them optimise their Web presence, tell a more compelling corporate story, 'push' their messages out to target audiences, shape online issue debates and analyse the online environment to form strategies measured by the most sophisticated quantitative metrics available.

### Investment consulting

APCO's international reputation for delivering successful business-to-business communication, market-entry strategies, stakeholder engagement and media relations has created a demand within our client base for a package of services that specifically addresses the needs of investment promotions agencies and international investors. APCO's team of trade and investment experts provide strategic guidance and practical support from the initial profiling of an investment location to the management of local issues post market-entry.



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