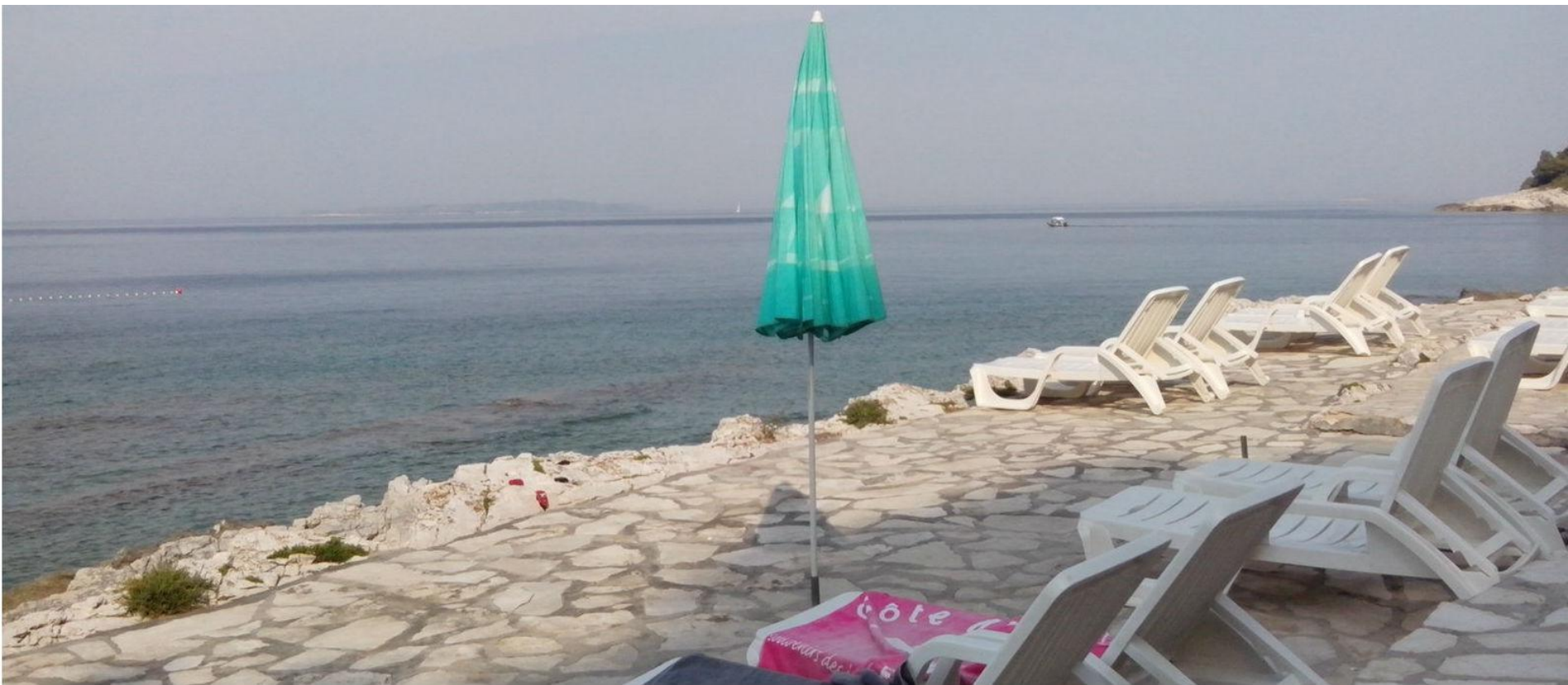


 Capital Communications

WCF Davos 2014

Political Communications: Global Values versus Local Trust

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Capital Communications

- Over 18 years in business
- Key practice areas (online/offline)
 - Branding
 - Corporate communications
 - Financial PR
- Headquartered in Budapest
- Advising major MNC clients and top regional entities
- Experience in Hungary, CEE, SEE

Political communications at a crossroads

- Politicians have global – or at least, regional – responsibilities and awareness, but are accountable locally: so **local trust matters!**
- Global problems overload local communities – who seek reassurance and stability in their local roots
- Communities need to understand their roots –but should be aware of, and responsive, to the global environment
- Conclusion: To win local trust and understanding about global issues, politicians need to communicate them in local terms – **and language!**