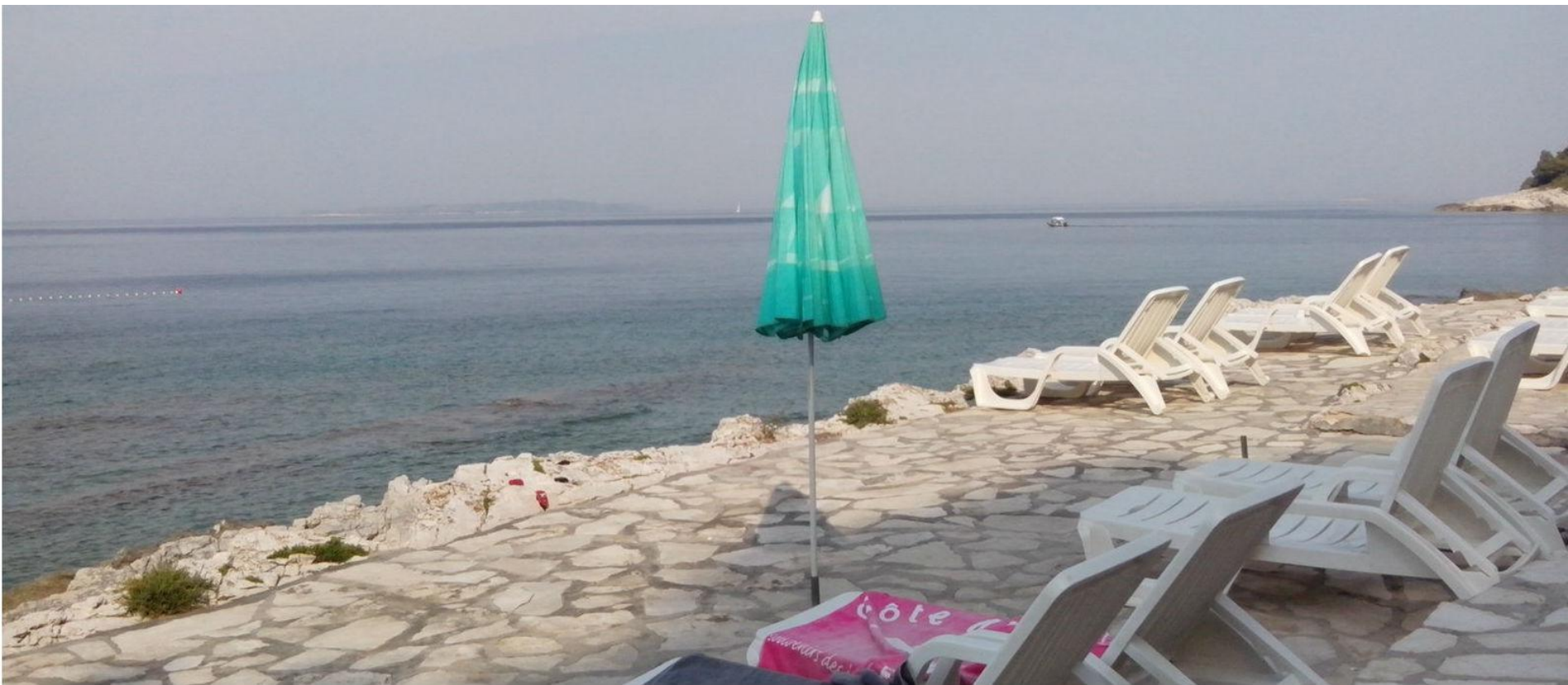


WCF Davos|Prague: Global communications and local trust

Dr. Gábor Hegyi, Managing Director, Capital Communications, 4 October 2013



Five key topics for the global/local debate

Capital Communications

Global needs to become more local while local can't survive without getting global.



Capital Communications

In today's connected world being truly global means communicating with your local audience, markets or customers right down to the individual level!



Capital Communications

When your brand is thriving worldwide, it's easy to overlook the importance of local reputation. But however global you are, you have to constantly consider the local impact!



Capital Communications

You should always speak to your audience, and earn their trust, in the local terms they understand!



Capital Communications

Take care to build your local knowledge into how you communicate globally.
When you learn to communicate in local terms in other local markets is when you become truly global.





Thank you!

 **Capital Communications**

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