

# WEBER SHANDWICK SPORTS INDUSTRY AFFAIRS



The international sports movement is going through one of the biggest transformations in its history, as calls for more transparency and responsible management prompt reforms in international sports governance. At the same time, clubs and organisations have never been under greater pressure to grow commercial revenues.

Weber Shandwick helps major sport organisations and brands communicate effectively, drive engagement, and build and protect reputations. We do this through combining our knowledge of the economic and political factors shaping the global sporting agenda, with the creative thinking required to create engaging and impactful communications programmes.

Our global network of experts, based in 129 cities across 81 markets, help our clients to navigate the complex and dynamically changing business of sport. We have a 360° perspective of the sport industry and all its stakeholders.

Our experience spans advising governments, institutions, businesses and bid and organising committees, from sports marketing to reputation management.

Our team is proven in the most intense environments, with the toughest audiences. We work with sports properties, owners, brands, sponsors, federations and destinations to tell their stories to governing bodies, investors, political influencers, communities, fans and the media.

Anticipating and responding to trends and issues through data-driven strategy and planning, plus flawless, creative in-market execution that delivers measurable returns, is now essential.

Whatever your communications challenge, Weber Shandwick's team has the expertise and the tools to guide you through this era of transformation in the world of sport.

## OUR OFFER

### Brand positioning and messaging

Identifying what makes your organisation unique, and ensuring messages resonate across the business and the industry.

### International communications

Planning and executing campaigns, supported by data-driven analytical research and monitoring.

### Crisis and issues management

Support when issues or crises threaten your sports business or organisation's reputation.

### Global market support

Building your brand's business and consumer profile outside of domestic markets.

### Digital and social engagement

Helping you make the most of the fast-moving digital and social environment.

### Media and stakeholder engagement

Building relationships and engaging influencers and key audiences, to create understanding, trust and positive sentiment.

### Commercial skills

Equipping commercial teams to tell the business story clearly and consistently.

### Executive visibility

Advising senior leadership to anticipate industry developments and personal exposure across multiple channels.

## CLIENT EXPERIENCE

- ▶ Bid and Organising Committees, including Los Angeles 2028, Beijing 2022, Tokyo 2020, Rio 2016, Sochi 2014, Southeast Asian Games, IAAF World Indoor Championships and FIFA World Cups.
- ▶ Major sponsors and brands, including Bank of America, EDF Energy, Emirates, McDonald's, Nike, Turkish Airlines, Samsung & Verizon.
- ▶ Sport federations, clubs and governing bodies, including Arsenal, Boston Athletic Association, FEI, Manchester United Football Club, the NBA and Singapore Swimming Association.

## CONTACT



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