

# thorndon partners.

## International, select credentials

Thorndon Partners' senior team have over a decade of experience in working with international players to devise and deliver global communications programmes that resonate in multiple markets.

**Integrated awareness campaigns:** Creating and disseminating a powerful, evidence-based narrative through targeted activities and a multi-channel approach in order to shape the conversation on a critical issue and engage decision-makers and opinion leaders.

**Leadership profiling:** Developing a distinct positioning, informed by a thorough landscape analysis, and profiling a leader through a series of high-profile speaking opportunities, press engagements and meetings with stakeholders.

**Multi-market issue management:** Providing multi-lingual analysis, strategic advice, engagement support and 24/7 monitoring to protect the reputation of a high-profile client.

**Capability building:** Creating a series of tailored training materials and sessions on all aspects of communications (strategy, digital, media, thought leadership) for LMICs looking to establish their profile on the global stage and engage investors and partners.

**Press office set-up:** Working with a multi-national organisation to establish local, regional and international press office capabilities, initially to manage a short-term issue-driven situation, and then as part of a wider restructuring.

**Digital and data-driven campaigns:** Using data-driven audience analysis to inform and implement a multi-platform digital campaign across multiple countries. Work included clear and actionable metrics to track success.

**Research, audits and analysis:** Compiling evidence and data from bespoke polling and focus groups, (local, regional and international as needed), and from online analysis, to provide an in-depth audit of risk, reputation, and opportunities.

**Other credentials include:** Reputation Audit | Crisis Communications | Digital campaigns & influencers engagement | Media trainings | Message testing | On-the-ground event support.

### ORGANISATIONS

Global philanthropies  
Corporate foundations  
Multinational corporations  
Financial institutions  
Multilateral initiatives  
Global events platforms

### GEOGRAPHIES

Australia | Azerbaijan | Bahrain | Canada |  
Egypt | Ethiopia | France | Germany |  
Ghana | Hong Kong | India | Kazakhstan |  
Kenya | Lebanon | Luxembourg | New  
Zealand | Netherlands | Nigeria | Norway |  
Qatar | Saudi Arabia | Singapore | South  
Africa | Spain | Switzerland | Tanzania |  
Turkey | Thailand | UAE | United States |  
United Kingdom | Zambia