

# strategic APPROACHES

SEPTEMBER 2013

“Fifteen years of service to clients and causes that matter.”

A Willard Newsletter for Clients and Other Opinion Leaders

## Willard London

In what Willard describes as a major talent coup, the agency now has public relations counselor Allan Biggar, former head of Burson-Marsteller Europe and Global Chairman of its Corporate and Financial Practice, on-board as Willard London.

Biggar brings his considerable talent as an idea man, team leader, and new business generator to Willard

as the firm puts stakes in a fourth country after Ukraine, 1998, Russia, 2001, and Turkey, 2005.

“Allan and I have worked on projects together for the last four years. I have known him since 1995 and the early days of privatization when he led the effort in Egypt and I in Ukraine,” said Michael Willard. “There’s no one in this business I respect more”.

“When it comes to winning and servicing new business, Allan is a seasoned pro,” added Willard.

“That takes ideas, and Allan is an idea machine.”

The first project Willard London will be working on is a large event aimed at economic development in Eastern Europe.



Allan Biggar

## Crises: A Sun Coming up Occurrence



Roman Diukarev, president of public relations for Willard

We think it is bad form to discuss the names of clients we have worked with in crisis management. But the fact remains, we have done some 250 crisis simulations and issue media trainings over the last five years in Ukraine, Russia and Turkey.

The last two months were no exception. In Ukraine, we have been in the East, South and in the center conducting crisis management simulations at a client’s several factories.

The modus operandi is this: A thorough grounding on what represents a crisis and the basics about recognizing, working through, and solving them and then an hour-long desktop warm-up scenario before launching into a full-scale crisis simulation with all of its meandering ramifications.

It’s intense. It’s exciting. It’s educational. But most of all, it will give your crisis team the confidence it needs to meet challenges that are sure to come in the life of a company. As we often say: “It is not a question of ‘if’ a crisis will strike, but ‘when’ a crisis will strike.”

Willard takes advantage of its regional team to work with your company, including Roman Diukarev, president of public relations for Willard, Michael Willard, who wrote the book on crisis management in Eastern Europe; as well as Olga Willard and Scott Lewis who have been on the front lines in multiple crisis situations.

If you would like to know more about Willard’s crisis management and coaching program, call or email Oksana Gogol at: +38 067 729-63-50, oksana.gogol@twg.com.ua or, just contact Michael directly at: mike.willard@twg.com.ua. He’d like to hear from you.

## The Willard Round Table

The tradition continues. One of the most interesting political salons is back with a lineup of top executives, government and cultural figures, good music and catered dining: The Willard Roundtable.

The Willard Round Table dates from 1998 when the agency first began utilizing the warm atmosphere of the Maxim Rylsky Museum to hold lively discussions each month led by Willard chairman and founder, Michael Willard.

One rule: No commercial pitches at this forum. Just good debate.

Willard kicked off September with a lively

roundtable that drew the general directors of Nestle, Astellas, Colgate, Amrop as well as the Czech ambassador and the chief advisor to the first deputy Prime Minister of Ukraine.

Why the Rylsky Museum? It’s secluded and yet it’s a dacha in the center of the city. The great poet of the last Century Maxim Rylsky often held such discussions around the same table in much the same way.

The poet’s grandson and namesake worked with Michael Willard since Willard first arrived in Kyiv in 1994, serving as an executive vice president prior to his retirement last year.



Rylsky Museum

## Urainia: A Fable Launched



Urainia: A Fable Launched

Michael Willard has written a novel most of us hope could be prophetic. It has to do with his deep feelings that the first real leader who wants to leave a lasting legacy will be the father of—well, in this case, the fictional Urainia.

Urainia, along the banks of the D’Mystic River, is a country a lot like Ukraine: One of a corrupt and incompetent leadership but one that has

enormous potential.

The protagonist, Craven Colbert, is a “peculiar” sort of fellow who comes to Urainia to market a re-launched tobacco brand to a new target audience of males over 55 who have never smoked. The creative Mr. Colbert is wildly successful, and gets the attention of President Lazernovych.

Lazernovych is a man who can’t afford to lose power or else he will be

tossed into prison—the same fate he meted out to the Sunflower Princess Yulia Karenina. He needs the very creative marketing man Craven Colbert on his team.

It’s satire that hits close to home. Available now in English in electronic format at Kindle.com or in paperback from Amazon.com. It will be out in November in hard back in Ukrainian.

## Staying on Message

Willard has a star-studded lineup of media coaching graduates: People who have received our training on how to deliver messages effectively.

This includes a prime minister of Ukraine, two prime ministers of Romania, a prime minister of Bosnia, various United States senators and congressmen, and a galaxy of CEOs, board chairmen, deputy ministers and even entertainment stars.

One of our latest assignments was one of the most interesting: Working with Moscow mayoral candidate Alexey Navalny, the anti-corruption leader in Russia who garnered an unexpected 27 per cent (he came in second) in the contest against the Kremlin backed incumbent.

Michael Willard teamed with Roman Diukarev, head of Willard PR, and Olga Willard, CEO of Willard Kyiv, on the all-day assignment with Navalny in a hotel in downtown Moscow.

“Navalny is a good listener and a quick study,” said Olga Willard. “We, and the client, felt there was considerable progress by the end of the day.”



Willard team works through messages with Moscow mayoral candidate Alexei Navalny. From left to right, Michael Willard, Navalny, and Roman Diukarev, head of Willard Public Relations. Also leading the training in Moscow was Olga Willard, CEO Willard.

Willard

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