

Case Story

Client: **WTTC** (Dr. Henry A. Kissinger)

Period: **1993**

The Task

- Advise and coordinate all PR and communication needs, organize political and media agenda of **Dr. Henry A. Kissinger**, former State Secretary of the United States of America on the occasion of his visit to Hungary to address members and attendees of the 1993 Annual Meeting of the **World Travel & Tourism Council (WTTC)** as keynote speaker.

Measures

- Liaising with Dr. Kissinger's office, the Hungarian Government, the Embassy of the United States, WTTC and the media;
- Setting up Dr. Kissinger's definite agenda including political audiences and meetings, WTTC related meetings and briefings, as well as interviews with the local and international press accredited in Hungary;
- Permanent support and advice provided prior, during and after the visit;
- Advising and implementing ad-hoc communication proceedings;
- Coordinating logistics and security;
- Press monitoring

Results

- The strategic role of Dr. Henry A. Kissinger at the opening of the 1993 Annual Meeting of WTTC reinforced the goals of the Annual Meeting of WTTC;
- Dr. Kissinger's presence, his appropriate and balanced statements had maximizing effect at the WTTC meeting, as well as in the political circles where he was received to exchange points of views;
- Dr. Kissinger's presence in Hungary was widely perceived as a support to the new political landscape and the arising democracy in its third year of life after the collapse of communism;
- Dr. Kissinger's interest in the current situation of Central- and Eastern Europe and the former Soviet Union was extremely well reported. His positive emphasis on Hungary was well perceived and also positively reported by the press. A relevant stimulus was given to public awareness, especially with regard to the question of Russia. His points of views, questions and thoughts brought - especially at the political level - increased attention to the Russian and Balkans issues and to the crucial importance of Central- and Eastern Europe joining the European Community.