

## Case Story

Client: **World Travel & Tourism Council (WTTC)**

Period: **1993 1995**

### The Task

- Assist the PR and communication needs of the 1993 Annual Meeting of the World Travel & Tourism Council (WTTC) taking place in Budapest on March 8-10, 1993;
- Organize WTTC 1993 annual meeting with the participation of **Dr. Henry A. Kissinger** as keynote speaker;
- Set up Dr. Kissinger's political and media agenda while attending the WTTC annual meeting;
- On-going press relations and monitoring;
- Government relations: assist WTTC in organizing the follow-up visits of **Geoffrey H. Lipman**, President of WTTC to Hungary.

### Measures

- Permanent advisory, designing ad-hoc communications proceedings;
- Organizing international press conference;
- Coordinating Dr. Henry A. Kissinger's - keynote speaker at the opening dinner of the WTTC Annual Meeting - WTTC related, as well as other political agenda, and contacts with media;
- On-going press relations and monitoring;
- On-going government relations;
- Organizing the follow-up travel&tourism promotion visits and meetings with local authorities for Geoffrey H. Lipman, President of WTTC to Hungary.

### Results

- As a result of the communications efforts, WTTC and its pledge for travel & tourism received wide public recognition;
- A strengthening effect and increased awareness of the importance of travel & tourism was achieved convincing decision-makers of the enormous economic contribution potentials of the industry;
- Media coverage reached the principal segments of the Hungarian public, all major target groups including key opinion leaders with high penetration rate. Excellent reports were broadcast in the electronic media in prime time, and published in the print media. One of every two Hungarians was reached nationwide. In the capital the overall majority of the public was reached. Target groups and related sectors were touched more than four times, securing high recognition to the WTTC issue;
- Dr. Kissinger's appropriate and balanced statements, as well as his presence helped significantly reinforce and maximize public attention in favor of WTTC's targets. Dr. Kissinger's statements, personality and reputation served as "optimizer" especially at the decision-making level;
- Reinforced WTTC's reputation with the weight of AMERICAN EXPRESS's global business capabilities and of WTTC's Chairman, **James D. Robinson III**, chairman and CEO of AMERICAN EXPRESS.