

Case Story

Client: **Lehman Brothers**

Period: **1991 1992**

The Task

- Government relations,
- On-going communications advisory.

Measures

- Preparing and co-ordinating senior executive visits to Hungary;
- Setting up audiences and meeting agenda for Richard Holbrooke, CEO of Lehman Brothers, as well as for Sir Alex Alexander and other senior executives visiting Hungary;
- Organization and implementation of a press briefing.

Results

- Increased awareness of Lehman Brothers at the Hungarian target segments.