

APCO WORLDWIDE IN FRANCE

APCO
worldwide®



WHO WE ARE

APCO Worldwide is a stakeholder engagement, communication and business strategy firm that challenges conventional thinking and creates movements to help our clients succeed.

OUR UNIQUE POSITION



PUBLIC AFFAIRS FOUNDATION

Founded in 1984
Headquartered in
Washington, D.C.
International
Advisory Council
with more than
90 recognized
global leaders



A 360° PERSPECTIVE

A fusion of highly
diverse viewpoints
and experience
Connections to
political, media,
NGOs and other
stakeholders



INDEPENDENTLY OWNED

Since 2004
Majority
employee- and
women-owned,
giving us the
freedom to
innovate and
invest for the
long term



GLOBAL VIEW, LOCAL INSIGHT

Globally
connected team
of best-in-class
talents with
more than 700
employees
35 offices with
local experts



ONE INTEGRATED FIRM

Public affairs
Corporate
positioning
Predicting &
managing risk
Full creative services
Digital integration
Movement marketing



ONE CULTURE

An enterprising
spirit, shared
passion and
commitment to
collaboration



OUR GLOBAL NETWORK

APCO Worldwide's 35 owned offices work together with our network of highly qualified and trusted affiliates to help clients engage with their key stakeholders, including the most influential policymakers, businesses, think-tanks, NGOs and top-tier media around the world.



OUR PRESENCE IN FRANCE

APCO Worldwide has been established in France for 20 years, and our diverse and talented team is well-connected to journalists; business and nonprofit executives; government officials; market researchers; and experts in a variety of sectors.

20

Years of
experience
in France

2

Offices in
France
(Paris and Lyon)

30

Diverse
team
members

+30

Active clients
(international companies,
trade associations, NGOs)

Vast fields of expertise

In France, APCO works for clients spanning a wide range of industries:



Pharmaceutical and
health care



Food and
consumer products



Financial
services



IT and new technologies



Energy and clean tech



Transportation



Strong institutional partners
(Institut de l'entreprise,
World Policy Conference,
The Economist Conferences)



Certified
training
organization



Member of AFCL
(French lobbying
trade association)



Corporate investment
(partnerships with NGOs,
knowledge sharing,
pro bono projects)

OUR INTEGRATED SERVICES

The way APCO operates is different from other firms. We have an integrated service offering. Our consultants work across service areas to deliver a cohesive approach to achieve our clients' objectives and stakeholder engagement goals, via the most appropriate channels to meet their needs.

A FULL SUITE OF CREATIVE SERVICES

Our robust creative services, including art direction, design and production for both traditional and digital media, invigorate all our offerings, with regional teams of skilled creatives.

PUBLIC AFFAIRS

- Strategic planning
- Messaging and talking points
- Political and policy monitoring (national and European levels)
- Stakeholder mapping and outreach
- Ally and coalition building
- Roundtables and events
- Training

CORPORATE & FINANCIAL COMMUNICATION

- External and internal communication strategies and plans
- Message platform and story-telling
- Integrated campaigns (traditional and digital media)
- CEO positioning
- Media training

APCO
worldwide®

CRISIS & ISSUES MANAGEMENT

- Strategic workshops
- Risk mapping and scenario planning
- Crisis process and manual development
- Litigation communication
- Training sessions and crisis simulation

CORPORATE SOCIAL RESPONSIBILITY

- CSR assessment
- CSR strategy
- Reporting and communications
- Stakeholder engagement

OUR WORK & CLIENTS IN FRANCE AND ABROAD

APCO's team in France works for a wide range of clients, including large multinational companies, French firms, trade associations, governments, NGOs and educational institutions.





CONNECT WITH US

-  apcoworldwide.com
-  apcoforum.com
-  youtube.com/apcoworldwide
-  facebook.com/apcoworldwide
-  twitter.com/apcoworldwide

CONTACT US

To find out how APCO Worldwide's team in France can help you, please contact:

Arnaud Pochebonne
Managing director

email apochebonne@apcoworldwide.com
tel +33.1.80.18.18.91