

w e b b . d o w s e  
intelligent corporate communications

**The experts in South East Europe**



# About us

- Webb Dowse is a unique combination of British and regional experts
- Together, we bring a new, highly professional approach to corporate communications across South East Europe
- Founded in 2008, we are an independent company, fully owned by the Senior Partners
- Our HQ in Belgrade, Serbia, is the hub of a network of resident consultants covering Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Serbia and Slovenia
- We also offer coverage of Czech Rep, Hungary, Poland and Romania, through an affiliated partner agency



# Our core competences

- Design and execution of integrated communications strategies
- Expert knowledge of the social, political, corporate and business environment of South East Europe
- Professional skills to define and refine your story, and deliver it to the right audiences
- The expertise to establish, build and protect the reputation of your business
- The know-how to cost-effectively raise awareness and develop acceptance of your products and service



## Our strategic expertise

- We work with you to intelligently analyse the market and develop practical communications plans to support your business ambitions
- We will advise on the most effective tools and techniques, timing, delivery channels and tone of voice to get your message across effectively



# Our tactical capabilities

- **Stakeholder relations** – Identify, prioritise and engage intelligently and positively with government, NGOs and others who affect your business
- **Media relations** – ensure your voice is heard and clearly understood
- **Social media** – engage with your audience in a planned and constructive dialogue
- **Corporate Social Responsibility (CSR)** – Invest intelligently in your community
- **Crisis management** – skilled, professional handling to minimise damage to your business
- **Business Intelligence** – media analysis, competitor activity, legislation... if it affects your business, we will keep you fully informed
- **Training** – bespoke programmes for media management, presentations, crisis management and more
- **Event management** – creative ideas, careful planning, detailed execution; the keys to success



## The experts in...

- ...a wide range of business and stakeholder sectors: aviation; cosmetics; energy; government, NGO and International organisations; financial & business services; industrial; mining; pharmaceutical; technology; telecoms...
- Business to Business (B2B)
- Business to Consumer (B2C)



**BRITISH - SERBIAN**  
CHAMBER OF COMMERCE



ArcelorMittal



telenor



MasterCard  
Worldwide



British Embassy  
Belgrade



Serbian City Club  
Српски Сити Клуб



youngculture®  
advanced software engineering



ALPHA BANK



BIODERMA  
LABORATOIRE DERMATOLOGIQUE



Holcim





# A client-focused structure

Typical vertical account team



Webb Dowse Client Service





## Leadership



David Dowse, Senior Partner

One of the most experienced professionals working in his field in the region, David has over 20 years' experience in corporate communications, during which time he has worked with UK agencies on projects throughout Europe, the Middle East, Asia and USA. Since the beginning of 2006, he has been based in Belgrade, managing complex communication campaigns for many high-end investors in the region. An accomplished writer, he is the author of a book on team management and is a regular contributor to business and lifestyle publications.



# Leadership



David Webb, Senior Partner

David Webb is an expert in business and government issues in the Western Balkans. His experience in the region dates back to the mid-1990s and includes service as the UK Minister for Trade's envoy to Kosovo in the immediate post-war period, 1999-2000, and five years as First Secretary Commercial at the British Embassy in Belgrade. Between leaving diplomacy and co-founding Webb Dowse, David worked as a freelance public affairs consultant with several major international clients.



# More information?

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