



May 2023

Citi Enterprise Services and Public Affairs

# Influencing the Influencers

# Meet Rob and Graham



## **Rob Runyan**

Director, Policy Communications

Rob has served as Citi's primary policy spokesperson since 2017. He previously worked in public affairs at Treasury Department, as a press secretary in the Senate and as an account executive at Edelman PR in DC.



## **Graham Buck**

Director, Content Strategy

Graham joined Citi in 2020 and supports the CEO's communications as well as other corporate narrative and messaging initiatives. In a previous life, he wrote speeches for NYC Mayor Mike Bloomberg and worked at the strategic communications firm Finsbury.

Communications now must speak to **all stakeholders**,  
or at least be conscious of them  
(especially policymakers)

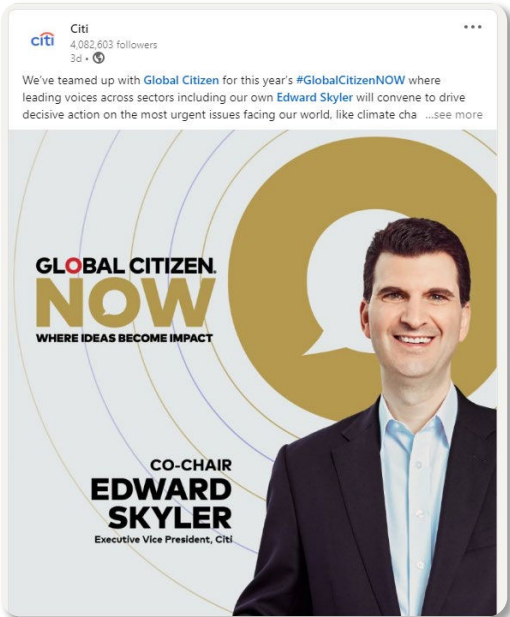
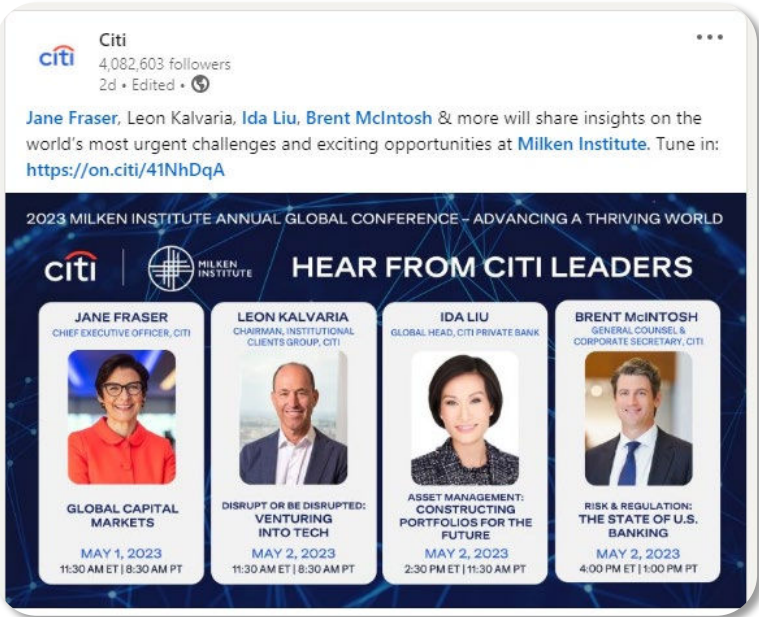
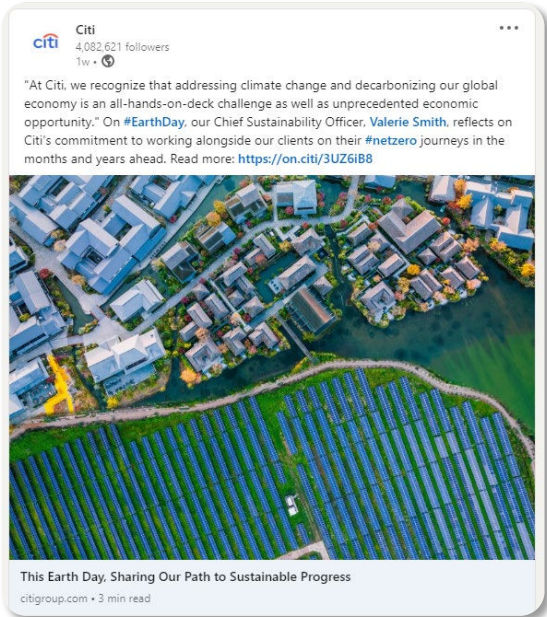
# Opportunities to Reach Policymakers

- Hearings, not the ideal way to introduce yourself
- Meetings, message segmentation
- Media appearances
- Proactive thought leadership



# Goals for Content

- Move hearts and minds
- Associate brand/principal with an issue



# Picking Your Lane

Voices

Assets

Impact

- Research driven issue area choices
  - Crowded space/white space
  - Long-term issue for firm
- Begets buy-in from the top
  - Also begets expectations

Issue Area*	A	B	C	D	E	Client	F	G	H
Business & Finance		✓	✓			✓	✓	✓	✓
Cities			✓			✓	✓	✓	✓
Economics	✓	✓	✓	✓		✓	✓	✓	✓
Education	✓	✓	✓	✓					✓
Energy & Environment		✓		✓			✓	✓	
Foreign Policy	✓	✓	✓	✓					✓
Health & Healthcare	✓	✓	✓	✓		✓			✓
Housing									✓
Politics	✓		✓	✓					
Social Issues	✓	✓	✓	✓			✓		✓
Technology	✓				✓		✓	✓	

Example: Research on landscape and competitors helps find gaps and opportunities

# “When” can be as important as “What”

Maintain the flexibility  
to pick your moment

DAVID 2023

## Why supporting SMEs is critical for global trade stability and a more inclusive economy

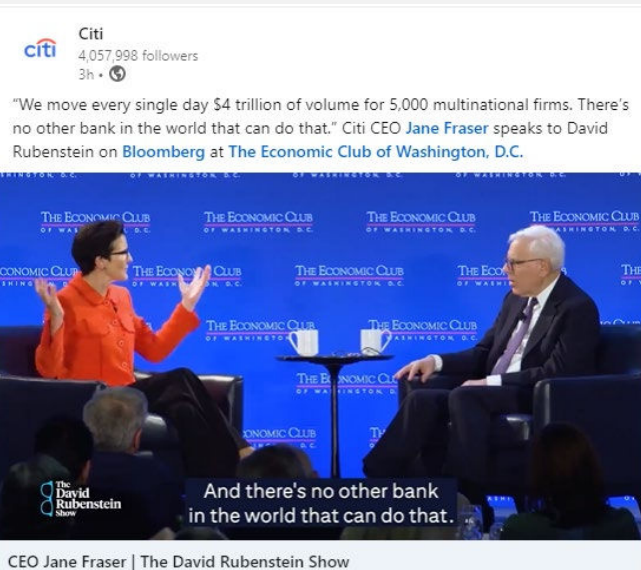


The confluence of recent extraordinary events such as the COVID-19 pandemic and Russia's invasion of Ukraine has simultaneously created obstacles and opportunities for small businesses around the world to engage in global trade.

Costs have risen precipitously for everyone, as inflation rates have reached 40-year highs in many countries. But the cost of financing is rising even faster for the smallest companies that don't enjoy the investment-grade credit ratings of their larger counterparts.

At the same time, the supply chain woes still burned into the memories of procurement departments the world over are resulting in a quest for greater resiliency wherever possible through supplier diversification and increased on-hand inventory.

...But sometimes the moments  
pick you



## The holy trinity of persuasion

- Credibility
- Facts
- Emotion



