

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

DAVOS 2022

Food for thought: Globalization's role in ending world hunger

WORLD ECONOMIC FORUM

May 23, 2022

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In case you missed it, hear more from our Global Head of Public Sector Banking Monaco, Julie about the importance of facilitating private capital and scaling innovative solutions to drive sustainable development around the world. Check out the replay from The World Bank's 2023 Spring Meetings: https://on.citi/3GPSTFK

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"At Citi, we recognize that addressing climate change and decarbonizing our global economy is an all-hands-on-deck challenge as well as unprecedented economic opportunity." On #EarthDay, our Chief Sustainability Officer, Valerie Smith, reflects on Citi's commitment to working alongside our clients on their #netzero journeys in the months and years ahead. Read more: https://on.citi/3UZ6iB8



This Earth Day, Sharing Our Path to Sustainable Progress citigroup.com • 3 min read

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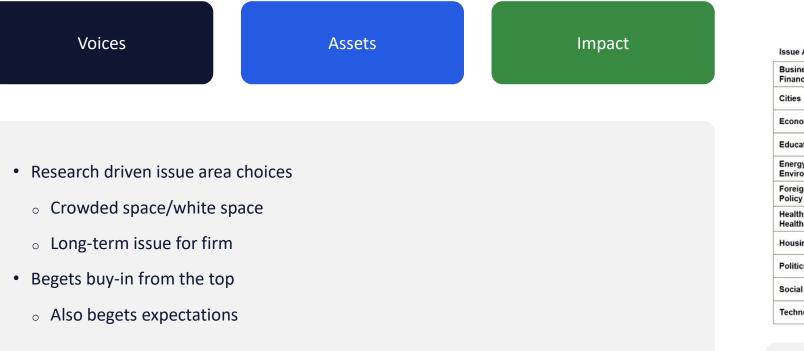
Jane Fraser, Leon Kalvaria, Ida Liu, Brent McIntosh & more will share insights on the world's most urgent challenges and exciting opportunities at Milken Institute. Tune in: https://on.citi/41NhDqA



Citi 4,082,603 followers 3d • **S** citi We've teamed up with Global Citizen for this year's #GlobalCitizenNOW where leading voices across sectors including our own Edward Skyler will convene to drive decisive action on the most urgent issues facing our world, like climate chasee more



Picking Your Lane



Issue Area*									
	P	B	c	0	E	client	4	G	4
Business & Finance		\checkmark	\checkmark			\checkmark	\checkmark	\checkmark	\checkmark
Cities			\checkmark			\checkmark	\checkmark	\checkmark	\checkmark
Economics	\checkmark	\checkmark	\checkmark	\checkmark		\checkmark	\checkmark	\checkmark	\checkmark
Education	\checkmark	\checkmark	\checkmark	\checkmark					\checkmark
Energy & Environment		\checkmark		\checkmark			\checkmark	\checkmark	
Foreign Policy	\checkmark	\checkmark	\checkmark	\checkmark		1			\checkmark
Health & Healthcare	\checkmark	\checkmark	\checkmark	\checkmark		\checkmark			\checkmark
Housing									\checkmark
Politics	\checkmark		\checkmark	\checkmark		i			
Social Issues	\checkmark	\checkmark	\checkmark	\checkmark		-	\checkmark		\checkmark
Technology	\checkmark				\checkmark		\checkmark	\checkmark	

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

54/108.2023

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



"We move every single day \$4 trillion of volume for 5,000 multinational firms. There's no other bank in the world that can do that." Citi CEO Jane Fraser speaks to David Rubenstein on Bloomberg at The Economic Club of Washington, D.C.



CEO Jane Fraser | The David Rubenstein Show

The holy trinity of persuasion

- Credibility
- Facts
- Emotion



