

Public Affairs Council Virtual Seminar: Public Affairs and Managing Global Risk

S&P Global

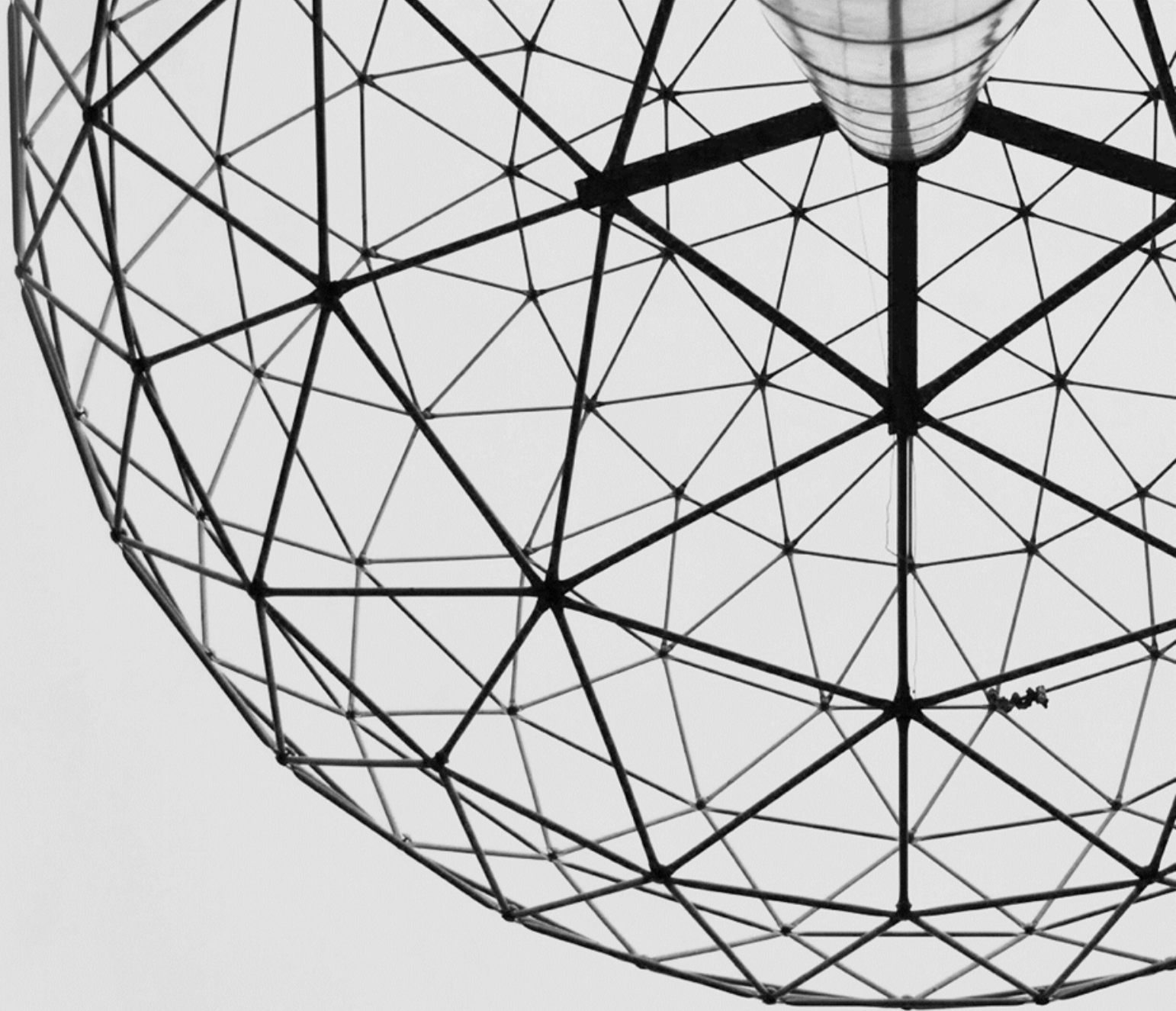


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Mission of Public Affairs

**To elevate, reinforce
and protect the
S&P Global brand and
reputation around the
world through one
voice, one company.**

S&P Global



All **crises** start somewhere



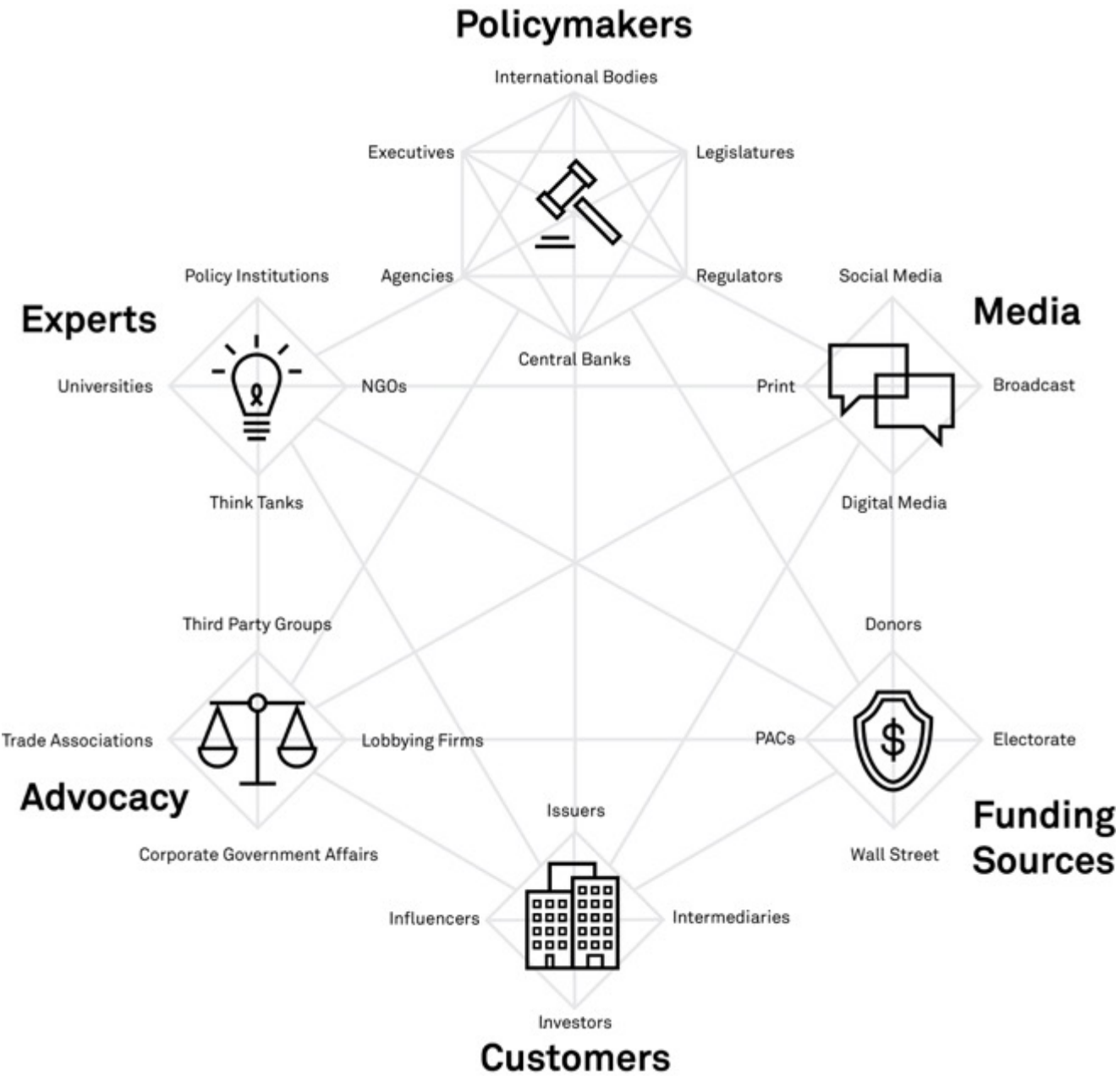


Environmental **S**ocial & **G**overnance

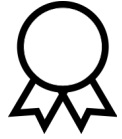
Emerging forms of **communications** are driving issue narratives



Relationships Rule



Keys to Success



Establish a clear set of values and principles



A strong brand protects your reputation



Build strong ties to your business



Communicate regularly & break down silos

Keys to Success



Embrace feedback



Consider political dynamics when engaging externally



Build teams that are flexible and knowledgeable



Give back in local markets

Questions?