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ASSOCIATES

## Ward Cook Associates

**At Ward Cook we offer a bespoke approach to improving individual and corporate communication for clients internationally.**

Confidence in yourself and your ability to present your case effectively and credibly is essential to success. We take a unique approach to communication and our methodology, tried and tested over 20 years, delivers impressive and measurable results.

We work with our clients to develop and deliver their message as effectively as possible and build winning relationships. Our approach focuses on:

- Analysing and understanding the needs of your audience
- Structuring your presentation to respond to those needs
- Helping you to develop a meaningful rapport with your audience
- Instilling credibility through your delivery

**We respond to the specific communication requirements of our clients but our services include strategic communications consultancy for fund raisings and all financial and corporate communications.**

**We have a long track record in helping our clients to communicate their equity story effectively and heighten their corporate profile.**

In today's competitive markets you need not only to tell your corporate story convincingly but demonstrate that you will deliver. You have to clearly differentiate yourselves from the competition and build a relationship with equity analysts and potential investors as well as the financial press right from the start.

We will work with you to develop a strong corporate presentation for each of your key audiences, focusing on their needs whilst highlighting your strengths and capabilities and building confidence.



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**We work with you on the content, structure and delivery of your message across all financial forums.**

Having in depth experience of all aspects of the financial markets, we provide informed assistance to develop and effectively communicate your equity story. We help you to develop and refine this by identifying your key messages, helping you to structure these and choose the right support materials to enhance your strategic communications. We work with you to develop answers to all possible questions, instilling personal confidence.

We specialise in:

Analyst and Investor Presentations  
All types of Fundraisings  
Venture Capital/ Private Equity Presentations  
Media Interviews and Press Conferences  
Conference Speeches  
Crisis and Issues Communication



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**Recent Engagements.**

Abchurch  
ABN Amro-Rothschild  
Adecco  
Aïda  
Bankside  
Cardpoint  
Carnegie Orr  
Catlin  
DTZ  
Fox-Pitt, Kelton  
Gazelle Corporate Finance  
GLG Partners  
HBOS  
Intermediate Capital Group  
Investec  
KBC Peel Hunt  
Kelton International  
Lok'nStore  
Macfarlanes  
MICE Group  
Oriël Securities  
Pinder Fry & Benjamin  
Platinum Capital Management  
R M Group  
Rothschilds & Cie  
Sandaire  
Sigma Capital  
Spice Holdings  
Standard & Chartered  
Trucost



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**Anna Cook**

Anna has run her own highly successful communications consultancy for the last twenty years having developed a unique psychological methodology designed to improve personal communications and build confidence.

She has worked with clients across all industrial, commercial and professional sectors, training them in both investor and media relations and all forms of strategic communication. Anna has prepared clients in crisis response both for physical and financial disasters and in hostile bids. In the mid 80s she masterminded the crisis communications for Occidental Petroleum company pre, during and post the Piper Alpha disaster as well as the company's response to the first "Cullen Report" and that of Richard Beckett Underwriting in "the PCW Affair", the first major Lloyds of London financial crisis.

Much of Anna's recent work has been with financial institutions. She has been particularly successful in improving research analysts' ratings. She has worked extensively on IPOs and other fundraisings, helping both the analysts with the pre-marketing and the corporates themselves. She has also developed a pitch methodology which has enabled many leading banks and law firms to climb the league tables and develop their client base.

Anna grew up in Europe, the Middle and Far East before going on to study communications, semantics and linguistics at the University of Aix-en-Provence. She obtained two degrees in psychology and was one of their first masters graduates in industrial psychology. After graduation she worked as a management consultant for major companies in the UK and Europe. She is bilingual in English/French and speaks German and some Italian. Anna's background gives her a unique understanding of European investor communications and cross-cultural communications.