



WARD COOK
ASSOCIATES

At Ward Cook Associates 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. 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 business development and competitive pitching, as well as all forms of presentations and conference speeches to heighten your professional profile.

We have a successful track record in helping our clients to communicate their skills and expertise effectively and build winning relationships and have developed a unique Client-Focused Approach and Pitch Methodology.

In today's competitive markets you need not only to tell your story convincingly but demonstrate that you understand the sector, the company and its specific requirements and that you will deliver. You have to clearly differentiate yourselves from the competition and build a relationship with all the decision makers right from the start.

We will work with you to develop a flexible presentation focusing on your target's needs whilst highlighting your strengths and capabilities and building confidence and we will help you to deliver it professionally and convincingly.



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We work with you on the content, structure and delivery of your message in all communications situations.

Having in depth experience of all business sectors, we provide focus and informed assistance to develop and effectively communicate your skills and expertise. We help you to develop and refine your competitive advantages, identify key messages and ensure appropriate content and structure, whilst choosing the right support materials to enhance your strategic communications.

We also specialise in:

Equity Analyst Communications
Corporate Presentations to Analysts and Investors
Equity and Debt Fund Raisings
Venture Capital/ Private Equity Presentations
Media Interviews and Press Conferences
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
Lok'nStore
Macfarlanes
MICE Group
NewSmith Capital Partners
Oriel Securities
Paul,Hastings Janofsky & Walker
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 presentation. Anna has prepared clients in crisis response both for physical disasters and against 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.

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 presentations.