

# Vivien Ravdin

## Communications

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*Strategic Communications for high visibility leaders*

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**Vivien Ravdin Communications specializes in strategic communications  
for leaders in government, business, and public life**

Vivien Ravdin created VRC in 2000 to carry forward her interest in the power of communication and the part it plays in leadership. Clients include heads of state, CEOs of global corporations, and civic and business leaders.

*Areas of special focus, from front-page issues to management communications, include:*

- National and international policy advocacy
- Business and finance strategies
- Security and defense
- Global development and dialogue
- Managing change

A consultant and speechwriter based in the Washington, DC area, Vivien brings to her clients over 25 years of experience in message development, speechwriting, managing crisis, and branding. She has written for business, policy, and general audiences of many nations. Prior to creating VRC, she worked in international banking, regulatory reform, radio broadcasting, and the offices of the Secretaries of the Navy and Defense. As Chief Speechwriter for the Secretary of Defense, Vivien was awarded the Secretary of Defense Medal for Outstanding Public Service. At Reader's Digest, she served as Senior Staff Editor, in charge of story selection and editorial oversight for innovative, highly-rated monthly magazines that reached a readership in the tens of millions.

A native of Philadelphia, PA, Vivien attended the University of Chicago, where she received a B.A. with honors in political science and pursued graduate studies. She has lived in Cairo, Egypt, as well as in Los Angeles, Chicago, New York, and Washington DC, and travels broadly.

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**Vivien Ravdin Communications helps clients communicate with the people  
who matter most to them, in critical venues across the world**

*We've helped reach top media,  
policy makers, and opinion leaders:*

- United Nations
- United States Congress
- European Parliament
- British Parliament
- World Economic Forum, Davos
- Harvard Business School
- World Presidents' Organization
- Young Presidents' Organization
- Munich Conference on Security Policy
- Royal United Services Institute
- National Press Club, Washington DC
- Foreign Press Association, London
- News Xchange
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Los Angeles Times
- The Chicago Tribune
- Le Monde
- Corriere della Sera
- Foreign Policy magazine
- Time magazine
- Bretton Woods Committee
- Economic Club of New York
- Commonwealth Club of California
- Detroit Economic Club
- Atlanta Chamber of Commerce
- Council on Foreign Relations
- World Affairs Council of Washington
- Moscow State Institute of International Relations
- Swedish Institute of International Affairs
- Chicago World Affairs Council
- Los Angeles World Affairs Council
- World Affairs Council of Northern California
- Brookings Institution
- Council of State Governments
- Top universities in the US, Europe, and Asia

... and more

*And we support core communications needs:*

- Global and national policy addresses
- Annual meeting remarks
- Policy conference remarks
- Public hearing statements
- Graduation addresses
- Management conference keynote addresses
- Employees' meetings' leadership talks
- Trade association convention keynotes
- Business forum and summit remarks
- Global business roundtables
- Award presentations
- Business dinner toasts
- Humanitarian project kick-offs
- Charity fundraiser keynote remarks
- Speaker introductions
- Award acceptances
- Official state banquets (US, Europe, Asia)
- Commemorative messages
- Honors ceremonies
- Military parades
- Ship christenings
- Video b-roll scripts
- Live TV

... and more

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**Great communications creates a partnership with others,  
driving your vision forward**

**We understand that communicating involves a multiple message.**

At one level, there's a *clear crisp argument* - the one important idea that this audience, at this time, needs to walk away with. Underneath are words and attitudes that convey your *leadership, character, and integrity*.

**We emphasize content: real thought; imaginative parallels; understandable logic.**

We help you *connect with your audience* and express your ideas in ways they will understand and appreciate.

**We do extensive research.**

Gaffes and mistakes have a heavy cost. To *get it right*, in content and tone, means knowing *the facts and the environment* in which your words are heard and read: global cultures, audience concerns and attitudes, the business outlook, hot-button issues, and more.

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**Crisp, thought-provoking, results-directed communications**

## **Speechwriting**

*Custom presentations and writings.*

The object: to express, in your unique voice, your leadership vision - carrying central ideas to your most important audiences. Speechwriting services, tailored to client needs, may embrace consultations, strategic message analysis, strategic communications planning, audience research, preparation, writing, editorial consulting, coaching, and follow-up.

## **"First 100 Days" Communications**

*Leadership support during the critical period of organizational transition.*

The object: to create cornerstone messages that articulate your goals at the outset of your tenure, inspiring internal and external audiences alike. We pick up from the strengths and vision that brought you to this new starting-line, to provide go-ahead messaging plans, speechwriting for voice and print, editorial consulting, and consulting with your communications team to focus strategic communications.

## **"Ready to Speak" Plans**

*The building blocks of speeches and presentations.*

The object: to have the communication tools on hand to respond -- quickly, effectively, and with focus - when opportunities or challenges arise. "Ready to speak" plans can include strategic message analysis, development of single-theme topics (in talking-point, Q&A, or speech format), editorial consulting, coaching for presentation, and follow-up.

## **Crisis Response**

*Message development when speed is essential.*

The object: to advance crisis management by timely, accurate, nuanced and on-target messages. Crisis-response services include advice and assistance on message strategies, and fast-turnaround statements for internal and external audiences.

## **Communications Team Consulting**

*Consultations and seminars on leader communications.*

The object: to enhance the effective use of leadership speeches, writings and other presentations within the entire communications mission. Services include seminars on speechwriting as a communication tool, review and analysis of messages and process, editorial consulting, and problem-solving.

## **Coaching for Presentation**

*Support and advice on speech delivery and presentation.*

The object: to help you take every advantage of opportunities to connect with the people you most want to reach - opinion-makers; customers; colleagues; employees. Coaching can include consultation, rehearsal, analysis, and feedback.

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For further information, or to set up a time to discuss possible projects,

Email Vivien Ravdin Communications:

[Queries@Ravdin.com](mailto:Queries@Ravdin.com)