

INTRODUCTION

The Department of External Affairs has invited Burson-Marsteller to outline its international capabilities in the areas of public and media relations.

The aim of this document, therefore, is to focus attention on these capabilities as well as on the potential range of public relations and communications techniques that would be available to you through our worldwide network. We are excited about the prospect of working for the Department of External Affairs and have considerable experience within our Canadian organization, as well as in our other offices, in developing, executing and managing communications programs on an international scale.

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