



CFC

BIG IDEAS

GETTING THINGS DONE **IN GR AND COMMUNICATIONS**

CFC BIG IDEAS: A GLOBAL CONSULTANCY

Established in 2002, CFC Big Ideas **is an international consultancy** with offices in Kyiv, Ukraine and Dubai, UAE. We have a proven track record of success in guiding big corporate clients and medium businesses, government agencies and media organizations.



Our Expertise:



Government Relations
(GR)



Communications



Brand Development



Public Relations (PR) &
Events management

GOVERNMENT RELATIONS (GR) SERVICE

"CFC Big Ideas' Government Relations (GR) service focuses on strategic advocacy to influence policy and navigate the governmental landscape.

Key offerings include:

Legislative advocacy and lobbying:

Influencing policies, advising on legislation, and representing client interests effectively.

Public Affairs:

Managing public opinion, aligning business goals with public policies.

Stakeholder Engagement:

Establishing relationships with decision-makers and communities.

Advocacy Strategies:

Tailored approaches to align client goals with policy agendas.

Comprehensive Campaigns:

Multi-faceted efforts that integrate grassroots initiatives and media relations.

Policy Analysis:

In-depth examination of legislation and general political situation to assess impacts on clients.

Overall, the **GR service aims to ensure favourable market conditions** through facilitating fair legislation development and consolidating the industry.

COMMUNICATIONS SERVICES



Since 2005, CFC Big Ideas has provided highly-qualified crisis communication strategies, helping clients manage high-stakes situations in Eastern Europe.

We protect corporate reputation and value through:

Crisis Assessment & Planning

Media & Stakeholder Engagement

Litigation & Executive Training



360° Internal & External
Communications



Crisis communications



Informational campaigns



Navigating through
Ukrainian context

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01 360° Internal & External Communications

CFC offers a comprehensive internal and external communications approach, ensuring consistent messaging across all channels.

We support companies with:

Internal Communications: Foster employee engagement, align teams, and ensure smooth information flow within the organization.

External Communications: Build and maintain a strong brand presence, engage stakeholders, and manage media relations.

02 Info Campaigns: From Idea to Implementation

CFC designs and executes comprehensive information campaigns, guiding clients from concept to successful delivery.

We handle every stage in:

Concept Development: Crafting the core message and strategy based on client objectives.

Execution: Managing content creation, media outreach, and digital platforms.

Impact Assessment: Measuring effectiveness and refining strategies for optimal results.

03 Navigating through Ukrainian context

CFC specializes in integrating international services into the Ukrainian market while incorporating Corporate Social Responsibility (CSR) initiatives.

We support businesses with:

Market Adaptation: Tailoring services to meet Ukrainian legal, economic, and social standards.

Regulatory Alignment: Navigating local regulations and ensuring compliance.

Cultural Integration: Customizing messaging and approaches to resonate with local audiences.

CSR Integration: Aligning business practices with local social and environmental priorities to create lasting, positive change.

PUBLIC RELATIONS (PR) & EVENTS SERVICES

We provide a comprehensive suite of event management services paired with expert Public Relations (PR) strategies, ensuring seamless event execution and maximum brand visibility.

Public Relations services:

Media Relations & Outreach: Securing press coverage, crafting press releases, and managing media inquiries to elevate brand visibility.

Brand Positioning & Messaging: Developing and refining key messages to communicate your brand's unique value to target audiences.

Social Media and Content Strategies: Running tailored campaigns to create buzz before, during, and after events, while engaging with your community online.

Event PR: For corporate events, product launches, and conferences, we integrate PR to maximize media coverage, attract attendees, and create long-lasting impressions

Digital Strategy: Running targeted digital campaigns and social media strategies to engage audiences online.

Event Management Services:

Event Planning & Strategy: Customized concepts, goal-setting, and detailed planning for impactful events.

Logistics & Coordination: Complete management of venues, vendors, and event timelines for flawless execution.

On-Site Management: Real-time coordination to ensure smooth operations during the event.

Post-Event Analysis: Collect feedback and provide insights to evaluate event success and identify areas for improvement.

BRAND DEVELOPMENT SERVICE

At CFC Big Ideas, we help organizations create and strengthen their brands through strategic positioning and consistent messaging. Our services ensure your brand stands out, builds trust, and connects with your audience.

Our key services:

Brand Strategy & Positioning:

Defining your brand's unique value and aligning it with business goals.

Content Creation:

Developing compelling content to enhance your brand's presence across channels.

Messaging & Storytelling:

Crafting clear, authentic messaging that communicates your brand's identity.

Digital & Social Media Strategy:

Building your online presence and engaging with your audience on social platforms.

Visual Identity:

Designing logos, color schemes, and brand elements that reflect your brand's personality.

Reputation Management:

Ensuring positive brand perception and managing public sentiment.

SOME OF OUR CLIENTS



CFC & GOOGLE

CFC Big Ideas has been advising Google Ukraine on government relations and public affairs since 2013. In 2017 CFC became Google's global vendor and expanded its advisory assistance to projects that include online and offline events, B&R support, and nationwide upskilling campaigns for SMBs, NGOs, and educational institutions.

Strategic Consulting Services for Google in Ukraine:

1

Government Relations (GR):

Briefing development, organizing and supporting meetings with political stakeholders, advising on institutional engagement, planning executive visits.

2

External Relations & Communication:

Social media content management, media relations, speech and article preparation.

Counter-Disinformation Campaign Support:

Developing stakeholder engagement strategies, coordinating informational and educational campaigns.

3

Support for Pro-Innovation EU Harmonization:

Monitoring legislation, providing strategic advice on digital issues, cybersecurity, and data protection.

4



CFC & UBER



Since 2017 CFC Big Ideas has been involved in developing and implementing a government relations and public affairs strategy for Uber, world's number one ride-hailing company in Ukraine. Being present in the country since 2016, Uber's network covers nine major cities.

Our services include:

1

Stakeholder mapping, policy-making, and legislation developments, to align Uber's business goals with Ukraine's dynamic regulatory environment. We offer legislative monitoring, representation in parliamentary and government working groups, and in-depth regulatory analysis.



In addition:

2

CFC Big Ideas leads stakeholder engagement and strategic communication efforts. Through collaborations with business associations, key institutions, and media outlets, we enhance Uber's market presence. For almost a decade, our tailored services have contributed to Uber's success in Ukraine.

CFC & U.S. AGENCY FOR GLOBAL MEDIA

Since 2018, CFC Big Ideas has served as a contractor for the US Agency for Global Media (USAGM), offering training sessions for media professionals and media conference participants around the world. What started in 2017 as a one-time training session in Odesa for journalists from post-Soviet countries has now evolved into a considerable part of CFC Big Ideas' services.

Training workshop coordination & event management services for Instagram.

CFC Big Ideas provides comprehensive support for multi-day training workshops:

Pre-Training:

Managing logistics (travel, accommodation, materials), adapting content, and handling visa arrangements.



On-Site:

Overseeing event setup, transportation, and communication between participants and trainers.

Post-Training:

Submitting financial and narrative reports, session evaluations, and event documentation to USAGM.

2

1

3

CFC BIG IDEAS



Is a globally recognized leader in our field. **We were the first Ukrainian company to receive prestigious awards like SABRE and Cannes Lions**, a testament to the exceptional quality of our work.

Global Reach:

Global Reach: While our core team is based in Kyiv, we maintain a strong global presence with representatives in the USA, UK, Poland, Spain, and several other key markets.



CORE TEAM



Gennadiy Kurochka

**Founder and Managing
Partner**



Yuriy Sak

**Partner - Director of
Special Projects**



Iryna Borovets

Co-CEO



Denys Ganzha

Co-CEO

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