



“Editorial Intelligence goes from strength to strength”

London Evening Standard - October 2017

The boutique content & connection business

CURATED CONFERENCES & SALONS

‘AUDITORIAL’ PODCAST PROGRAMMING

CONTENT & NETWORK AUDITS & AUGMENTATION

E-NEWSLETTERS, REPORTS & BOOKS

THE UK & GLOBAL COMMENT AWARDS



“We would highly recommend working with Editorial Intelligence. Over the years, we’ve developed many strong and lasting relationships that were forged around the world. The ei team have a unique genius: they create eclectic, fascinating, and friendly melting pots that are quite unlike anything else in corporate and public life”

Matt Peacock, Group Director of Corporate Affairs, Vodafone



Editorial Intelligence - ei - combines an extensive network of personal connections spanning business, media, culture, academia and public life, with a successful track record in curating, publishing, convening and broadcasting voices of journalists, experts, political figures in customised content such as *podcasts, salons, e-newsletters, reports, media awards, and bespoke conferences.*

Brands we have worked with across our platforms and products range include:

Barclays; Bentley; The Beaumont; British Council; Corinthia London; Edelman; Edwardian Hotels; Eurostar; FT; The Bodleian Library; The British Library; GQ; Citi; ICAP; The Ivy Club; JWT; Ketchum Pleon; The Media Society; Jaguar Land Rover; John Lewis; The Office Group; Pew Research Trust; Rothschild Foundation (Waddesdon Manor); SONY, Tata Consultancy Services; Tesco; Wellcome Trust; Virgin Media; Vodafone

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Founded in 2005 by the entrepreneur and author Julia Hobsbawm OBE, when social networks were first on the rise, ei is a pioneer which defined 'knowledge networking' and which puts high quality content in front of highly curated gatherings to build long-term understanding, relationships and loyalty.

We tend to be brought in by Boards & C-Suite including Marketing, Communications and Strategy directors, either to support one-off short term projects, or integrated, outsourced supply of Content & Connection.

We are your Editorial Intelligence: use us to best suit your needs.



How we might work together

Whilst we customise every project and nothing is 'off the shelf' our services focus on a mix of the following 5 products and services:

- **Editorial Intelligence Spot-Check:**
Content & Networks Audit and Capacity Building
- **The Knowledge Dashboard:**
Digest Read e-newsletters
- **Auditorial:**
Bespoke Podcast Programming
- **The Comment Awards**
- **Intelligent Away-Days and Salons**

See Over for Detailed Breakdown....

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**(1) EDITORIAL INTELLIGENCE SPOT-CHECK:
Content & Networks Audit/ Capacity-Building**

When was the last time you looked hard at the words you use in a plethora of places to describe what you do, your achievements, your values, and your news? In an age of Overload it is very common for an organisation's website to bloat and bulge with language and images, complex navigation systems and content which can be asymmetric or inconsistent.

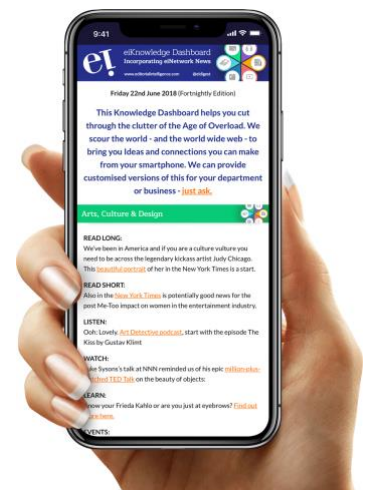
Or, come to think of it, when was the last time you looked at your Database like a Peoplebase and assessed the important relationships you have and can build on or need to nurture? Are you assessing the connections which pertain, organisation or department-wide and working strategically with them?

Content and Connection is all too often overlooked in the rushed and overwhelming 'infobesity' environment. We help you de-clutter, re-focus and reconnect with your key stakeholders and audiences.

We do this by working directly with your team as well as applying our expertise in both editorial content and in networks connections, to augment and amplify what you have undoubtedly got the kernels of to build on or expand.

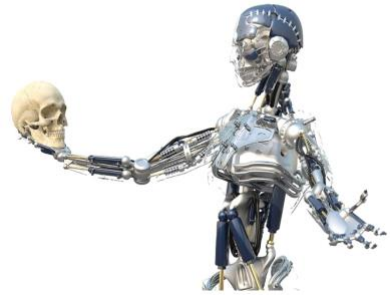
**(2) THE KNOWLEDGE DASHBOARD:
Digested Read e-Newsletters**

Attention spans are shrinking. The demands on time increase and the maximum hours in a week remain, stubbornly, century after century, unchanged (168, a third of which you sleep, since you ask). Our own Knowledge Dashboard www.editorialintelligence.com/ei-knowledge-dashboard.html has proved so popular with our network that people in our networks started asking us to produce theirs. The result is a customised summary which combines a client's own work with news and views from around the world. You can either outsource to us completely or use us to complement (or kick-start) what you do internally. The choice is yours.



(3) **AUDITORIAL:**
Bespoke Podcast Programming

Podcasts have become a crucial way for organisations to reach diverse audiences, not just for short term publicity purposes but to curate a legacy record of their ideas and actions through clever content, creatively using voices, stories, interviews and snippets. Have a listen to our technology podcast: The Human and the Machine, <http://www.thehumanandmachine.com> by way of example.



We were one of the first companies to regularly produce podcasts, having done so since 2012. Again, in response to clients, we have assembled a team of senior journalists such as a Georgina Godwin of Monocle, Ian Collins of LBC and the academic and broadcaster Mark Honigsbaum who can work with us to make bespoke content for you on topics ranging from Science, Medicine and Wellbeing to Sustainability, Foreign Affairs, or one a very in-depth look at a particular topic you wish to highlight.

Think of the Annual Auditorial *like the Annual Report*: A way of accounting for what you do to whose to whom you are accountable across your stakeholder audiences and, as a bonus, the general public too.

(4) **THE COMMENT AWARDS and COMMENT CONFERENCE**
www.commentawards.com and www.commentconference.com

For brands who wish to engage directly with the opinion former market, the Comment Awards and Comment Conference provide a very strong, elite and influential platform.

The next big event is 16th November 2018 when the annual Breakfast Awards ceremony attended by the nation's most senior commentators and editors will be held at the Mayfair Hotel, Mayfair London.



But we're going further. This year we have a *Comment Report* we will publish which features a range of voices on the changing face of news and comment which can be sponsored; and from 2019 we launch the *Global Comment Awards*, opening up possibilities to international brands who operate in English language markets. Where there is media, there is Comment. And where there is Comment, we are building to have a Comment Awards presence.

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(5) SALONS AND INTELLIGENT AWAY-DAYS

And last but not least, let's talk about Connection events. We have produced thousands of hours of high quality gatherings from breakfasts to suppers salons, through to immersive one or two-day events.

We are highly unusual in combining all logistic event planning and organisation with the content and connection side: in other words what is said or done at an event but who is in the audience as well as what is happening on stage.



“The quality of speakers, moderators and performers is outstanding and the topics under discussion are invariably topical, relevant and fresh. What I really love is the special atmosphere - all the informal conversations in the margins with people of all descriptions - which I find hugely inspiring. Highly recommended if you want to open up your outlook on the world and treat yourself to some fresh perspectives”



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