

thought leadership development case study

client

Global Property Services Leader

location

London, United Kingdom

further information

Marian Conn

marian.c@forwardthinkinginc.com

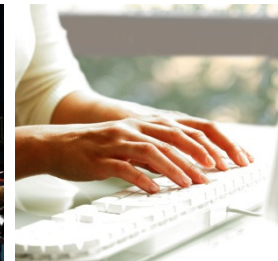
+44 (0) 208 939 2330

services provided

- Research
- Thought leadership development
- Seminar design and delivery

the challenge

This client, a FTSE top 50 company and world leader in its field sought both to further strengthen their thought leadership reputation and forge stronger links with existing clients and prospects. Forward thinking inc were asked to design and deliver a thought leadership and client engagement programme.



project scope

- A major research project involving 80+ face to face interviews with relevant customer groups
- Analysis of emerging customer needs in the area of service delivery and relationship dynamics
- Development of strategic insight and original thought leadership perspective
- Production of client branded thought leadership material
- Delivery of thought leadership presentation in conjunction with the client to an exclusive customer / prospect guest list, followed by dinner / forum event

outcomes

- A new research based thought leadership property for the client
- Successful series of seminar / forum events delivered