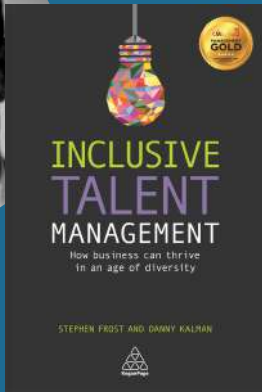


CASE STUDY STEPHEN FROST



Our Campaign

Having worked with everyone from Downing Street to the White House, and been Head of Diversity and Inclusion at the London Olympic Games, it's safe to say Stephen Frost is an expert in his field.

But our job is to make sure he is the *media's* go-to expert in this field. To achieve this we work directly with him not only to promote his book, *Inclusive Talent Management* (Kogan Page) but to profile him and his business, Frost Included, across print, online and broadcast media, specifically focussing on the business media.

Our Results

INCLUSIVE TALENT MANAGEMENT

We've garnered over 90 pieces of coverage for Stephen Frost, including interviews on BBC Business Live, Talk Radio and Share Radio, articles and comment in the *Financial Times*, *City AM*, *BBC.com*, *Business Edge*, *Real Business*, *Raconteur*, *Management Today*, *Marketing Week*, *The Memo* and *HR* magazine, and features for the book in *People Management* and *FlyBe's* inflight magazine.

WHAT STEPHEN SAYS

“The campaign has not only helped promote my book but also my wider work to improve diversity and inclusion in business and society.”

