



Reaching executives
through 360° thought leadership



As most B2B firms know, the best way to differentiate your company from the competition and win new business is through thought leadership. Whether you specialise in technology, finance or consulting, it is your ability to understand and solve today's critical business issues that sets you apart.

Now the Economist Intelligence Unit, a name synonymous with global business analysis and the latest management thinking, can help you develop and implement a successful thought leadership programme around the world.

By partnering with the Economist Intelligence Unit, you can position your organisation at the forefront of debate on today's critical management, industry and geopolitical issues. Our approach to thought leadership will not only help you develop ground-breaking research, but it will also enable you to deliver this research through a full range of channels, from White papers and websites to business roundtables and intimate peer groups. And through our close affiliation with *The Economist*, we can help you reach millions of executives through print and online advertising.

We value our partnerships with clients, and offer complete sponsorship and advertising programmes that are flexible, high profile and—above all—effective in delivering ROI. Our reputation for authoritative research and unparalleled brand ensures keen interest from global opinion-leaders and the worldwide media.



We don't just reach executives, we engage them

The move to 360° thought leadership

B2B marketers are finding the best way to gain market recognition and share is by creating 360 thought leadership programmes. By delivering your message across multiple channels, your thought leadership message is communicated consistently to your market—leading to valuable exposure and business opportunities for your firm.

At the Economist Intelligence Unit we understand thought leadership. We have partnered with many of the world's foremost B2B companies to deliver distinctive programmes that help them to achieve their business objectives. We have helped technology firms differentiate their products, professional service firms win new business and tarnished brand names improve their image. We have also worked with leading government agencies to help promote trade and foreign investment in key world markets.

Crucially, we are more than just a media company or a distribution channel. Our core strength stems from our analytical and editorial expertise. Our objective analysis of business, economic and political conditions and the unique research and economic analysis that we produce command attention from corporate leaders and the press.



John Micklethwait, Editor in Chief, *The Economist*

“The United States placed 96th and Iran came in 97th on the global peace index released Wednesday... “The United States suffers because it is the world’s policeman, with high levels of militarization,” Andrew Williamson, the director for economic research [EIU], said in an interview.

Time

“The need for collaboration between CROs and CIOs was emphasised this month in a further report from the EIU focusing on digital risk and sponsored by ACE, Cisco Systems, Deutsche Bank, IBM and KPMG.

Financial Times

“Multinational companies are now approaching the China market with realism and careful strategic planning, according to an Economist Intelligence Unit report.

South China Morning Post

“A recent survey by the Economist Intelligence Unit, a sister company of *The Economist*, and Deloitte, a big accounting firm, asked 249 executives and directors of large companies around the world about the monitoring of their businesses’ non-financial performance.

The Economist

“Many European IT workers are not being held responsible for delivering projects late, a new study suggests. The study was conducted by HP and the Economist Intelligence Unit (EIU) which spoke to 1,125 professionals worldwide.

BBC News

“A piece of global research by Deloitte Touche Tohmatsu and the Economist Intelligence Unit found that few business leaders thought their HR teams were up to delivering on key strategic challenges.

The Times

“A report by the Economist Intelligence Unit (EIU) indicated that the UAE’s economy will grow by 4.6 percent in real terms this year and maintain its robust growth next year despite an expected fall in crude prices and production because of Iraq’s gradual return to the oil market.

Gulf News daily

The Economist Intelligence Unit is your



full-service thought leadership partner

Associate with a valued business brand

From the prestigious editorial of *The Economist* newspaper through to the objective global research of the Economist Intelligence Unit, our brand is associated with integrity and excellence in business analysis. No other media brand has the ability to research senior executives in such a broad range of global markets.

An objective and trusted viewpoint

For research to be accepted it has to be from an objective and trusted source. Our research findings receive wide coverage in the business media, and executives value them as a way of staying abreast of the latest business trends. Our brand adds credibility to any thought leadership project.

A leader in business publishing

Since 1946, when the Economist Intelligence Unit was established as the research arm of *The Economist*, we have been publishing business analysis in multiple formats, from newsletters, monthly country reports and special reports to daily updated websites and specialised databases.

Today's Economist Intelligence Unit publishes over 3,000 publications and 20 websites, and has media partnerships with the best brands in business publishing, from Dow Jones and Bloomberg to WestLaw, Thomson and Lexis Nexis.

Unrivalled editorial capabilities

We employ top business writers, researchers and economists. Our team of 130 full-time analysts and economists have a deep understanding of politics, economics, risk, industry and management issues. They are supported by a global network of 650 contributors, 'on the ground' in 200 countries.

We adhere to the same editorial quality standards as *The Economist*, with an editorial philosophy that is firmly independent and highly respected.

A track record in thought leadership

For over 20 years we have partnered with the world's most reputable B2B service providers to produce successful thought leadership programmes. Our clients include many of the world's top professional services, technology and financial services companies, and many government agencies. We have created more programmes on a diverse range of business topics than any other independent research and advisory firm.

Achieve your ROI goals

We understand that all of your marketing activities need to provide a measurable return-on-investment. We work in partnership with you to prove the value of your marketing activities. Our first step is to establish your objectives, and how we will measure the results. Whether your aim is to generate leads for new business, raise awareness of your products and services, or change your brand perception, the Economist Intelligence Unit helps you stand out from the competition.

Distinctive programmes, not "me too" sponsorship

Our experience shows that sponsors are not looking merely to pay a fee in exchange for brand association with a conference, research report or website. For us, thought leadership means far more than just placing a corporate logo on a research report or conference brochure.

We create thought leadership programmes tailored to your express needs. These can include research and survey results, conferences and also new media channels. No two programmes are alike, as we work collaboratively with you to ensure you are positioned uniquely in your chosen market.

Penetrate all levels of the decision matrix

Decision-making within organisations can be complex. By drawing on The Economist Group's extensive database, we help you reach a wide range of different executive functions responsible for making decisions about your products or services, as well as those who influence their decisions. Whether they be C-Suite or department managers, large or small companies, local or global management, private or public organisations—we can deliver the audience you want to reach.

Reach emerging multinational companies

If your aim is to engage with domestic companies in emerging market countries, you will benefit from our expertise and track record in achieving clients' objectives in both developed markets and emerging economies.

Engage with top B2B decision-makers throughout the world

Our unique multi-channel access to business decision-makers throughout the world provides you with a highly effective way to interact with your target audience. Over one million executives based throughout the world rely on the EIU's business intelligence to support their decision-making. This includes many individuals at the top of their fields.

Website users

Our website audiences are unique in the business world. EIU websites enable you to reach an executive audience at work and engaged in daily decision-making.

Monthly page views	1.3 m
Monthly unique users	540,000
Monthly visits	648,000
Annual unique users	1.2 m
Average subscription value per organisation	US\$25,000
Opt-in email newsletter subscribers:	28,000



What is unique about our business audience?

- Executives use our services for intensive business analysis. Our sites are incorporated into executives' everyday workflow. They use our websites to find insight from the EIU to make decisions.
- Our clients pay a premium to access our services. Our clients typically have substantial budgets to buy business research and consulting services. The average spend of a business on eiu.com is US\$24,000 per year, and can be many times higher than this.
- Our audience spans a cross-section of organisations. Our clients include many of the world's largest corporations, including many of the Fortune 500, and they come from a variety of industries and company sizes.
- Our users are located all over the world. Our client base is very international—39% are located in the Americas, 39% in EMEA, and 22% in Asia. Because of our coverage of 203 countries, have excellent reach into emerging markets.
- We reach the C-suite. C-level executives rely on our strategic intelligence, global events and channels for peer group interchange.
- Our clients value and trust our analysis. For example, 85% say they trust our analysis 77% agree that we share *The Economist's* high standards of editorial values.

Conference participants

Economist Conferences, the meetings brand of the Economist Intelligence Unit produces 180 conferences worldwide each year, and is the premier provider of Government roundtables, which bring government leaders together with senior executives. Over 8,000 senior business decision-makers attend our conferences each year, with many at the highest level within their organisations. The EIU Corporate Network, a channel for peer group interchange in emerging markets, also holds over 200 meetings each year.

Reaching out via The Economist Group audiences

The Economist Group

The Economist Group owns, manages and develops intelligent media brands across the world, aimed at an audience of international business people and decision-makers.

**The
Economist**

A broad global audience of business, political and financial decision-makers

Economist.com

Economist Intelligence Unit

The
Economist

Senior corporate executives and government officials around the world

Economist Conferences

The
Economist

CFO

Senior financial executives

EuroFinance
building better treasury business

ROLL CALL

GalleryWatch

Government and public sector decision-makers

European **Voice**

Research

Management surveys • Executive interviews
Advisory boards • Economic analysis and modelling

Management surveys

Target respondents by country, industry or function

In just 60 days we can complete an executive survey on pressing management issues.

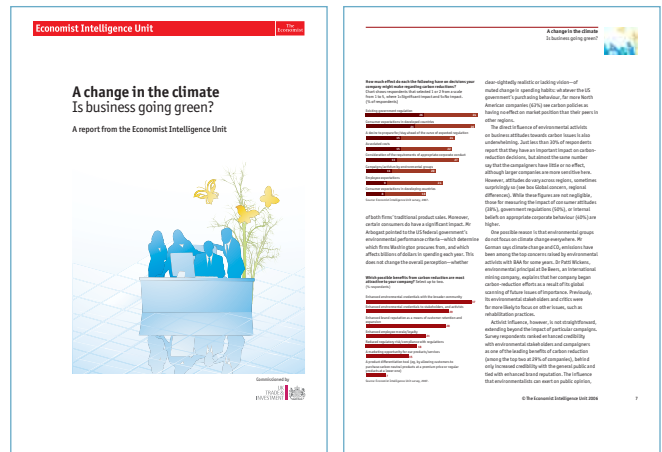
We work with you to design a provocative survey and then draw on our extensive client database to deliver your desired target audience.

Executive interviews

One-on-one discussions with business leaders

We conduct telephone and face-to-face interviews to reach the right senior executives.

By taking this personal approach, we can gain unique insights into global business strategies and trends, and the reasons behind them.



“ACE wanted to partner with a renowned and credible research body which would be recognised as such by our target customers. The Economist Intelligence Unit has provided exactly that, enabling us to raise awareness of the ACE brand and our services among our key markets.”

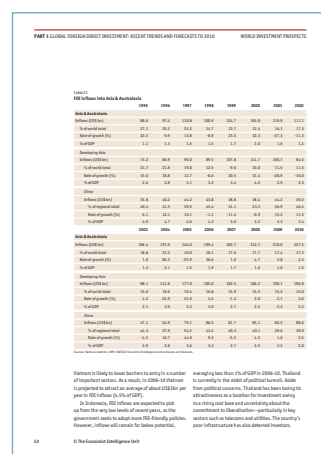
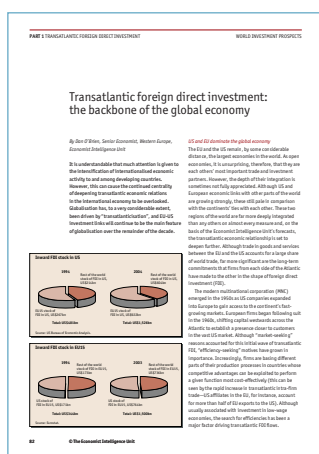
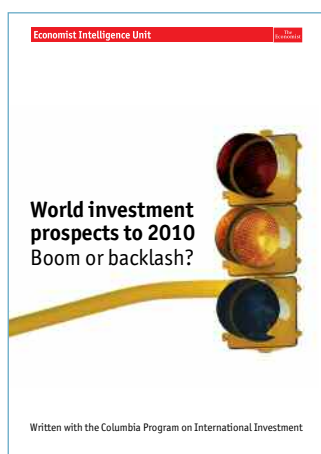
Miles Russell
European Communications Director
ACE Insurance

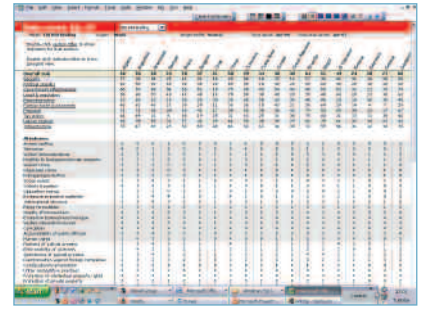
Advisory boards

Insightful feedback and guidance from senior executives

Our advisory boards include representatives from leading financial institutions, government agencies and business schools.

Our advisory boards meet to debate current issues facing the business world and provide input into research projects and publishing programmes.





Economic analysis and modelling

The Economist Intelligence Unit is widely respected for the accuracy and independence of its economic research and modelling. Unlike other media companies, the EIU can provide sponsored research substantiated by our 650 analysts in 200 countries. From business rankings to economic forecasts, the EIU can help differentiate and validate your research.

Country analysis and forecasting

The goal of our country analysis and forecasting is to help clients make better business decisions by improving their understanding of the countries in which they operate. We maintain one of the largest and most experienced teams of country experts in the world.

Our objective analysis and data are of a consistent standard across a very wide range of markets, including exceptional coverage of emerging markets—enabling clients to rely on us for accuracy and quality wherever they are doing business. Our unrivalled team, independence and timeliness continue to give us a competitive edge in this area.



Risk assessment

We provide a complete risk advisory service that enables clients to monitor and anticipate their exposure to business risk around the world. The types of risk we assess include risk of sovereign debt default, currency, political, natural disaster, macroeconomic, legal and regulatory, operational, investment, industry-specific and security risks.

Our risk analysts often assess a set of customised risk variables, to produce a tailored risk profile and dynamic ratings for each area of a client's operations. Services in this area also include our early-warning alerts, in-depth analysis, and data modelling.

Industry and market analysis

To help our clients form business strategies in the face of shifting industrial and market trends, we produce in-depth analysis and frequent forecasting of major industries and world markets.

Our industry sector analysis includes five year forecasts and competitor monitoring in each of the 60 largest economies of the world. The industries are grouped as: automotive; consumer goods; energy; financial services; food, beverages and tobacco; healthcare; telecoms and technology; and travel and tourism.

Our market sizing and forecasting tools assist clients to predict demand for their products and services across different markets, and to plan future investments. The range of data we produce includes growth predictions, consumer spending and income, demographics, prices of goods and services, and relevant political and economic factors.

Publications

White papers • Articles and newsletters
Business rankings • Syndicated content

White papers

Strategic reports on critical business issues

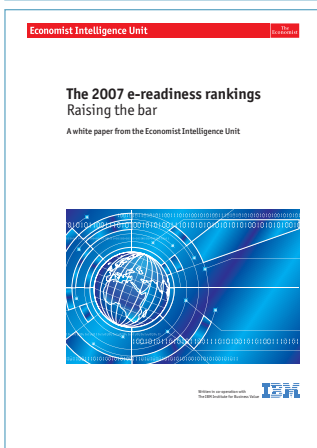
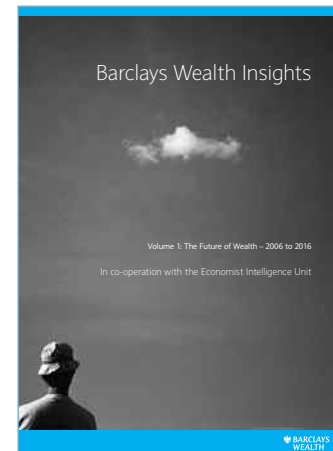
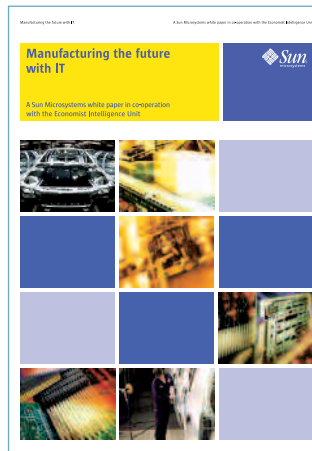
We publish thought-provoking White papers and short briefing papers on a wide range of management, industry and regional concerns. White papers can be distributed and publicised under our brand or under your brand.

Within 90 days, we can help your organisation present powerful ideas and messages that will command the attention of senior executives.

Articles and newsletters

Customised analysis for your clients

Articles and newsletters, whether printed or electronic, will allow you to maintain continuous direct contact with your target audience. Tailored to your needs, our articles and newsletters are written by our senior specialists. They provide authoritative analysis of the latest management, industry or regional trends. We can provide custom articles based on our research or on a range of country, industry or management topics, routinely covered by the EIU. Interviews with senior executives and case studies are also available.



Business rankings

Authoritative rankings that resonate in the marketplace

Our rankings are recognised throughout the world as an authoritative source of business analysis. Executives value our rankings as benchmarking tools, and the press draws heavily on them for articles. Our published rankings include ratings of business environments, world investment prospects, worldwide cost-of-living, e-readiness, business risks and quality of life. We can also develop customised rankings that position you as an innovative leader in your field.

Syndicated content

Independent content to enhance your websites and client programmes

Enhance your own website, published papers or newsletters with expert analysis and data drawn from existing content from the Economist Intelligence Unit. You can select the content you require from our full database of country, industry or management analysis, and the content will be delivered in the format and frequency of your choice for inclusion in your projects. Our independent and authoritative content will help you draw executives who respect the value of our brand, and by drawing on existing EIU content, you can ensure cost efficiencies.

Executive programmes

Regional and country peer groups • Key executive peer groups



Regional and country peer groups

Engage with executives in growth markets

The regional peer groups meet and exchange views with executives in eastern Europe, the Middle East and Asia. Each programme includes a series of ongoing meetings that provide extraordinary venues for senior executive dialogue and networking. Our peer groups are open to advisory memberships that provide organisations with greater professional exposure and networking opportunities.

Regional peer groups

Asia-Pacific; Central and East Europe; Middle East and Africa; South East Asia.

Country peer groups

China, Japan, Russia, Turkey

Key executive peer groups

Cross-channel forums for corporate decision-makers

We run several peer group programmes for executives responsible for a key corporate function. These programmes are open to exclusive sponsorship, and offer sponsors unique opportunities to engage with these specific groups, as well as being associated with the proprietary research and websites that run in conjunction with each programme.

Our programmes include the Global Technology Forum, which meets the needs of executives where technology can have a major impact, and also the Chief Risk Officer programme, which engages with executives responsible for all aspects of risk management, and provides them with independent research and a website.

Advisory memberships are available to sponsors who seek to reach senior executives who run multinational operations in key world markets. Advisory members can showcase their expertise through featured presentations, and distribute thought leadership materials to corporate network members. We can also create customised executive peer groups geared to your specific needs.

Corporate Network Economist Intelligence Unit

Contact us | My homepage | Help | Logout

Home

Doing Business in Asia

Corporate Network videocast

Welcome to the first in our series of videocasts on doing business in Asia. Access for users in Asia.

Media First Limited produces and hosts this videocast.

Current Programme

Asia's economic outlook

Asia's economic outlook [MP3]
To download, right click and save to your desktop.

Programmes

- Asia's economic outlook [CLICK TO PLAY](#)
- Is there a Fortune at the Bottom of the Pyramid? [CLICK TO PLAY](#)
- Face to Face with the CEO of Unilever China [CLICK TO PLAY](#)
- The Talent Challenge - finding and keeping staff in Asia [CLICK TO PLAY](#)
- The World economic outlook - Asia in Context [CLICK TO PLAY](#)
- Face to Face with the Chairman of HSBC [CLICK TO PLAY](#)





Economist Conferences was ranked as one of the world's most valued podiums for C-suite executives to build reputation and convey their company's message.

Burson-Marsteller annual global survey of "Most Valued Podiums"

"Sponsorship has helped us to communicate with key people in our target market, with measurable outcomes. The team has been receptive to our ideas on conference content and delivered event management that exceeded our expectations."

Diane Blaxland
Head Business Development, Corporate Group
Clifford Chance



"Unrivalled and concentrated access to government ministers, coupled with frank discussion and debate on the key issues affecting the economy."

Andrew Jurenko
Managing Director
BAA International

(Commenting on the Business Roundtable with the Government of Portugal)



Conferences and events

Multi-sponsored conferences • Government Roundtables
Custom meetings • Supporting your events

Economist Conferences, the meetings arm of the Economist Intelligence Unit, has been producing the highest-level business conferences for over 50 years. In addition to our world-renowned business conferences and Government Roundtables, we also offer custom meetings tailored to your needs as well as provide expert speakers for your own events.

Multi-sponsored conferences

Unique exposure and networking opportunities

Our conferences focus on either a single industry, business function or management issue. These events represent an unrivalled chance to gain visibility among a targeted audience, combined with extraordinary networking opportunities. Typically 1-2 days in duration, our conferences are a key diary-date for senior executives in top organisations. Multi-sponsored events can offer you a cost-effective way to reach a senior audience, since the cost of sponsorship is shared by several sponsors in exclusive industry categories.

Government Roundtables

High-level interaction with government leaders

We are the world's premier provider of Government Roundtables, which bring together the most influential decision-makers in global politics and business. These unique events align your organisation with high-level debate and give you exceptional access to local government leaders. Typically 1-2 days in duration, Government Roundtables will help your organisation gain a toehold in key emerging industrial centres and markets. Each conference is open to several sponsors.

Custom meetings

Interactive executive forums at the highest level

Alongside our portfolio of high-level conferences and Government Roundtables, we can organise custom meetings for a sole client. These meetings focus on topical management issues, a particular industry or specific executive functions, and they are usually integrated into a multi-channel thought leadership programme that includes research. Custom events can be targeted to key executives functions in many of the world's major cities.

Supporting your events

Add an expert viewpoint to your events

Our top analysts and economists are available for speaking engagements and to moderate discussion groups. They can present on a range of business topics, including corporate research findings, the global economic and political outlook and the latest business trends.



Robin Bew, Editorial Director and Chief Economist, Economist Intelligence Unit



Deloitte. United States

Home About Issues Services Industries Insights Centers Events Press Alumni Careers Contact

The Value Habit

Monthly newsletter on driving enterprise value

Would like to invite you to subscribe to a new publication: The Value Habit. This monthly newsletter, produced in association with the Economist Intelligence Unit (EIU), contains practical strategies, tools and techniques to help you drive value in your organization. Below are examples of the type of information you'll receive, subscribe or update your profile to receive future editions. The Value Habit can be found under "Analytics & Ideas" subscriptions. To subscribe, simply select The Value Habit and save your profile.

[Subscribe now](#)

The Value Habit

It's like to take up, get really healthy. But even so, why haven't you done it? It isn't as if you don't know how to get in shape. You know very well how to do it. But knowing isn't enough; you also have to do it every day.

The same goes for creating value in your company. You know what makes your company valuable. You also know what you must do to enhance its value: increase revenues, control costs and improve your key capabilities. And that's great: knowing those things is important. But it isn't enough.

In fact, in a recent survey of 124 financial executives*, only 21 percent said they encouraged value-creating behaviors. That means there's probably plenty of room for improvement at your company.

Are you inhibiting value? Ask yourself!

1. Do you expect your people to figure out for themselves how to translate your vision and broad strategies into concrete projects that enhance value?
2. Do you wait for value-creating opportunities to turn up?
3. Do you let powerful personalities drive your choice of projects?
4. Do you talk about cost cutting when what you really want is higher profits?
5. Are you alienating key stakeholders (customers' employees) by suggesting that stakeholders (shareholders) are more important?
6. Do you have everybody so focused on boosting short-term earnings that they lose sight of the long term?
7. Is it possible that your compensation system rewards individual achievement at the expense of enterprise value?
8. Do you hold so many people responsible for creating value that nobody's really focused on it?

If you answered yes to any of those questions, you may be undermining your company's value. [Subscribe now](#) to receive complimentary future editions of our new monthly newsletter, The Value Habit, and you'll receive practical strategies, tools and techniques to help you establish value-creating behaviors instead. And, we'll offer real-world examples of enhanced value created by using these very techniques.

But of all, you'll be able to convert what you already know about value into steps that will build value in your own company, helping you get the value habit.

*Deloitte Zinnov Webcast, "Driving Enterprise Value," October 14, 2014.

Contact us for more information

Source: Deloitte & Touche USA LLP - United States (English)

[Print this page](#) [Email to a colleague](#)

Deloitte. United States

Home About Issues Services Industries Insights Centers Events Press Alumni Careers Contact

Breathing Lessons for CFOs

Thriving under pressure

From managing people, systems and infrastructure to driving strategy, the role of the chief financial officer (CFO) is expanding as new challenges quickly pile pressure for accountability and performance have never been higher. To succeed in this evolving role, CFOs must step back, take a deep breath and determine which investments and activities are truly worthwhile. Below, you'll find our latest thinking about the ways CFOs can gain control of, and even flourish in, their roles.

Basic Breathing Lessons
How CFOs can thrive under pressure

Our comprehensive strategy guide is designed to help CFOs who are not only driving growth but also managing risk and ensuring compliance. It includes a checklist of key actions to take and a dashboard to track progress.

[Download the guide](#)

Next-Gen Breathing Lessons
How CFOs can thrive under pressure

This newsletter helps CFOs leading complex value of their jobs, provides tips on managing their expanded role and helps them develop a vision for their company.

[View newsletter](#)

Forecasting Trends to Drive AI
How CFOs can thrive under pressure

This newsletter helps CFOs leading complex value of their jobs, provides tips on managing their expanded role and helps them develop a vision for their company.

[View newsletter](#)

[Contact us for more information](#)

Source: Deloitte & Touche USA LLP - United States (English)

[Print this page](#) [Email to a colleague](#)

Firmness and Flexibility: Finding the optimal balance

An Economist Intelligence Unit online forum sponsored by Oracle

Every company faces a trade-off between strategic flexibility and firmness—the choice between the single-minded pursuit of a strategic plan and the freedom to follow new business opportunities as they arise. In this webcast, you'll hear the results of recent research on how companies are becoming more flexible. Presenting the results will be Tim Hinde, former management editor of The Economist, with summaries on best practices by experts from both the corporate and academic worlds. Among the topics discussed will be:

- Why are executives trying to make their companies more flexible—and how are they going about it?
- Which parts of the organization are most and least flexible? Which need to be most and least flexible?
- How can organizations encourage individuals to become more adaptable and customer-centric?
- What is the role of technology in facilitating flexibility by integrating data and processes? How do companies view their legacy systems relative to their ideal technology infrastructure?

Register now for a free copy of the report and webcast: [Register now](#)

[Click here to go back to the webcast synopsis.](#)

Panelists

Timothy Hinde
Former finance editor, world business editor and management editor of The Economist

Tim is the leader of The Economist's Guide to Management Ideas: The most influential 200 management ideas of the past 100 years. He is the founder of the London-based business language consulting firm, Kowling Words, has contributed to The Economist since 1979, and was editor of Euro-Business from 1999 to 1996. He is a former consultant and author; he has produced Pocket Managers, Pocket MBA, and Pocket Finance.



Julian Birkenhead
Chair and Professor of Strategic and International Management, London Business School

Julian is the co-editor The Flexible Firm, published by Oxford University Press, which describes the numerous organizational forms that firms adopt to become more flexible and responsive to changing technologies and customer demands. He is also the co-founder of the Management Innovation Lab at the London Business School and an expert on corporate strategy and entrepreneurship.



Amar Hargopal
Senior Vice President of Platform Solutions and Emerging Business, Autodesk

A member of the CEO executive staff, Amar Hargopal is responsible for the strategic growth, general management, and daily operations of Autodesk's Platform, Specialist, Smart, Extended Design and Content and Search solutions, as well as Global Origination and Autodesk Labs. Amar has held several executive positions within Autodesk since joining the company in 1987, most recently as the President of Autodesk Collaboration Solutions. Under his leadership, sales of collaboration solutions grew by a factor of 2.1 over 4 years.



© The Economist Intelligence Unit Limited. An Economist Group business. All rights reserved.

Copyright © All rights reserved

Executive Briefing In partnership with HARVARD BUSINESS SCHOOL PUBLISHING

Search | Contact us | Login

ViewsWire | Executive Briefing

Management thinking for global executives

The Economist Intelligence Unit and Harvard Business School Publishing have joined forces to create the definitive source of best-practice management thinking and advice for senior managers.

Advanced search
Search Help

ViewsWire
Executive Briefing
Global business
Strategy and competition
Sales and marketing
Finance and performance
Technology and operations
Leadership
Risk Briefing
Automotive
Consumer Goods
Energy
Food and Services
Healthcare
Telecoms and Technology
Travel and Tourism
FT News
EU websites

Not an Executive Briefing subscriber?
Apply for a free trial webcast for the latest best in management thinking.
[Click here](#)

New Industry Briefings
Significant enhancements to the Economist Intelligence Unit's Industry Briefings.
[Apply now](#)

Featured stories
Office life: Resourcing
Is "Generation Y" fundamentally different from other generations entering the workplace? Probably not. A bigger factor may be society's growing affluence.

Global business
Scorched Earth
Pollution in China threatens the ability to do business as usual.

Finance and performance
Measuring up
Use metrics effectively when measuring and monitoring performance.

Technology and operations
Food fights
Producers struggle to guarantee food safety as supply chains go global.

Leadership
Size analysis
Why diversity programs work better for women than for minorities.

White papers/surveys
Sponsored research published or conducted by the Economist Intelligence Unit.

Beyond cash
A First Data and EIU collaboration on the emerging payments market in China.

Government performance
A KPMG and EIU report on how the public sector is improving operational efficiency.
[Choose a topic](#)

Books and education
Ukraine's managerial revolution
There is a rising demand from local companies for an MBA education in the post-Soviet era.

Key conclusions from recent events

Other views
Select management thinking from top universities, consultancies and professional service firms.

Professional content
FREE TRIAL OFFER
It's yours for a free trial of Executive Briefing. [Click here](#)

Webcast: Think Strong, Not Flimsy
An on-demand webcast for executives. [Register now](#)

Deloitte on The Value Habit

Deloitte Breathing Lessons
A webcast for CFOs. [View now](#)

Deloitte Automating Training & Support
A webcast for HR. [View now](#)

RIFC CALL CENTER ENTRIES
Deloitte Data Competition. [View now](#)



e-media

Website advertising and sponsorship

Podcasts and webcasts • Microsites • Interactive forums

We expect e-media to continue to grow in popularity, particularly as a way to reach the widest number of executives around the world and build communities of business leaders with common interests. Our clients are looking for tangible ROI and seek integration in their messaging to target specific executives. Electronic media can achieve all of these goals.

Online advertising and sponsorship opportunities

- **eiu.com**—portal gateway to our full range of publications and services
- **ViewsWire**—daily political, economic and business intelligence on 203 countries
- **RiskWire**—daily risk analysis for companies operating in 150 markets
- **Executive Briefing**—a destination site for thought leadership in conjunction with Harvard Business School Publishing
- **Industry Briefing**—daily analysis, forecasts and background for eight key industries
- **Global Technology Forum**—latest technology trends that will affect global business
- **Which MBA**—a critical guide to the world's best MBAs

Website advertising and sponsorship

Whether you are a business, a government agency or a university, we can help you reach your target audience over the web. More effective than traditional advertising, our 'content-rich' approach uses intellectual capital to attract the attention of executives. Clients come to our websites for informed business intelligence—now they can access yours too.

You can reinforce awareness of your brand and capabilities by sponsoring our websites. Our website users see your message each time they use our service, and they are taken directly to your website or landing page. Website sponsorship often includes participation in editorial advisory boards and related research projects.

Podcasts and webcasts

Our business intelligence can be delivered through a range of e-media formats. Podcasts are downloadable audio or video files that are made available on our websites and on sponsor sites. Webcasts are rich audio or video events that simulate meetings but in an 'on-demand' environment, with powerpoint presentations, surveys and White papers optional. Leads are then delivered to you for further follow up.

Microsites

Microsites provide a platform for ongoing interaction with your clients, and allow you to reinforce your position as a thought-leader. Our microsites are content-rich, mini websites that deliver focused, relevant content about a specific thought leadership theme of interest to a target community of users.

Drawing on our electronic publishing and editorial expertise, the Economist Intelligence Unit can develop, maintain and drive traffic to a thought leadership microsite geared to your needs—whether it be static pages or a regularly updated website.

Our microsites can host many forms of research, including article feeds, White papers, survey results, data and other custom content. They can also include Web 2.0 elements, such as blogs, podcasts, wikis, syndicated content, video and interactive surveys.

Interactive forums

We take e-media a step further by offering a range of customised e-media options that enable you to reach, interact with and engage with your target audience in a unique way. For example we can use the latest web 2.0 techniques and editorial content to produce online branded communities using social networking, online gaming, and online opinion polls.

“According to new Economist Intelligence Unit (EIU) research, almost 80% of large enterprises believe that Web 2.0 technologies can improve revenues and margins. This EIU research, which was sponsored by FAST, was based on a survey of 406 senior executives from companies with average sales revenues of \$2.5bn.”

Use cross-channel thought leadership to engage your audience

UK Trade & Investment partnered with The Economist Group to raise the profile of the UK as a trade destination

UK Trade and Investment (UKTI) wanted to attract foreign investment to the UK. To do that, it needed a powerful marketing solution that went beyond traditional advertising. We delivered a tailored global research and event programme that allowed UKTI to connect with its key customers and prospects by offering them relevant information and fresh insights.

The insights came from a survey of more than 1,000 C-level executives asking about corporate priorities for 2007 and beyond; this formed the basis for a CEO Briefing paper. An executive summary of the research was showcased as an insert within *The Economist*, while a supporting roadblock on economist.com directed viewers to the UKTI website, where they could download a full copy of the report. To launch the research, we invited a select group of senior decision-makers to a breakfast in London, where they discussed the research findings with Economist Group executives.

The Economist Intelligence Unit's CEO Briefing research attracted press coverage across the world, including in the *Financial Times*, *Sunday Times*, *Los Angeles Times* and *Forbes.com*. The campaign has helped UKTI to stand out in a very competitive marketplace.



Los Angeles Times

A lack of available local talent will be the single greatest barrier to growth for firms that operate within emerging markets over the next three years, according to the Economist Intelligence Unit's fifth annual CEO Briefing survey, sponsored by UK Trade & Investment. Commenting on the report, Andrew Cahn, Chief Executive of UK Trade & Investment said: "This report gives a crucial insight into the way executives around the world view the challenges and opportunities facing global business."



FINANCIAL TIMES

Nine out of 10 top executives optimistic

By John Willman in London

Global business confidence is at a five-year high according to a survey by the Economist Intelligence Unit. The survey, which polls more than 1000 executives every year, is sponsored by UK Trade and Investment, a government body that promotes British exports and inward investment.

THE SUNDAY TIMES

According to a survey carried out by the Economist Intelligence Unit for UK Trade & Investment, the body that promotes British exports and overseas investment, business leaders are more bullish than ever.



Gain media visibility through unique research and rankings

Commissioned by Australian IT entrepreneur and philanthropist Steve Killelea, our Global Peace Index studied 121 countries from Algeria to Zimbabwe. Nearly 7,000 data points were required to calculate the Index and assess the determinates of peace, and these data were collected by our extensive network of analysts, working in collaboration with our 650-strong contributor network.

The indicators include the levels of violence, organised crime and military expenditure within a country. The Index has also been correlated against a range of social development indicators including democracy, transparency, education and well-being, to understand better the determinants or “drivers” that create or sustain peace.



A small selection of the press coverage that the Global Peace Index attracted throughout the world includes:

“Russia is one of the least peaceful countries in the world, according to a new study that uses levels of violence, organized crime and military expenditure to measure unrest.”

Moscow Times

“Tanzania has been ranked as the seventh safest country in Africa, behind Ghana, Madagascar, Botswana, Mozambique, Zambia and Gabon.”

China People’s Daily

“In the first study of its kind, Namibia has emerged with a ranking of 64 on the Global Peace Index.”

The Namibian

“Yemen placed 95th out of the 121 countries studied, and it placed 13th out of the 18 countries in the Middle East and North Africa.”

Yemen Observer

“In the Asia-Pacific region, Vietnam came after Singapore (ranked 29th) but above Malaysia (37th), China (60th), Indonesia (78th), Cambodia (85th), the Philippines (100th), Thailand (105th), and Myanmar (108th).”

Vietnam News

“Norway was rated as the country most at peace, followed by New Zealand, Denmark, Ireland and Japan. Iraq was in last place, with Sudan and Israel just above.”

Fox News

“India’s booming economy may be attracting global attention on Wednesday but the Asian power still ranks a poor 109th among 121 nations on the scale of peace, a study said.”

Economic Times India

Position your organisation as a thought leader

Foresight 2020 helped Cisco predict 15-year global trends

Cisco wanted forward-looking business insight that would engage with their target audience of senior executives worldwide. In early 2006 the Economist Intelligence Unit conducted a piece of business and economic research entitled Foresight 2020, which Cisco sponsored.

The programme included three executive forums with Cisco as the exclusive sponsor. These were held in London, New York and Hong Kong, and engaged with a total of 150 senior executives, many of them CEOs of large multi national companies.

“Foresight 2020 gave Cisco executives an excellent view of some global trends over the next 15 years and is already proving instrumental as we look at the key themes of collaboration, innovation and personalization that stood out in the report.”

Mark Peshoff, Senior Director of Executive Thought Leadership, Cisco



China, the U.S. and India will account for more than half the increase in worldwide economic growth during the next 14 years, a report paid for by Cisco Systems Inc. showed.

“China and India are going to contribute a much greater portion of world GDP growth for two reasons,” Robert Lloyd, Cisco’s senior vice president of U.S. and Canada field operations, said in an interview. The first is they’re adding more than 200 million net new workers in the next 14 years, and the other is “China will become the world’s largest consumer country, surpassing the U.S.,” he said.

“We should be realizing that smart people exist all over the world,” Lloyd said. “A business model that allows U.S. companies to collaborate with those workers, to shift decision making and change the customer experience is very hard.”

Bloomberg.com

Go higher and deeper into organisations

BT partnered with us to change the perception of its business with C-suite executives

BT wanted to change the perception of its business from that of a telecommunications company to that of a B2B service provider. To achieve this transition, it needed to reach CEOs and other C-suite executives in UK companies. We conducted a research programme that delivered original content for BT to create a dialogue with its target audience.

The Collaborative Enterprise examined how leading companies globally are using collaborative relationships and techniques to deliver internal value and create competitive advantage. The research was first published, in its entirety, as an original White paper, then split into six sub-topics for a series of two-page advertisement features in *The Economist*. BT also launched the White paper at an executive dinner forum hosted by Economist Conferences and attended by top executives, the content of the White paper was also showcased in a custom microsite on economist.com



“We believe that thought-provoking content and stimulating conversation are the keys to getting on the executive agenda. Working with The Economist Group helped us to create those keys. Our research provided real insight into issues that are vitally important to BT and its customers. The level of executives at our events was truly impressive, and the White paper gave us the fuel to generate fantastic debate. We achieved our goal of associating BT with stimulating thought leadership in critical areas of our market.”

Ellen Ferrara, Head of Global Public Relations, BT Global Services



“An excellent partnership. The research provided thought leadership that we used across diverse marketing programmes and gave us a fantastic platform for interesting discussions with top executives at our sponsored events.”

Julie Woods-Moss, Vice President of Marketing, BT Global Services



Target a specific audience around the world

We helped Ernst & Young to reach high-level executives responsible for M&A decision-making in Japan

We interviewed 20 C-level executives in Japan and produced a White paper under the Ernst & Young brand, published in both English and Japanese. The research findings were also discussed at the EIU Peer Group meeting in Tokyo—a low-cost, high-impact approach to reaching a target audience.



“We at Ernst & Young valued greatly the work the EIU did for us on our Human Capital Strategies project in Japan, both the report and the subsequent meeting were part of our Advisory Membership of the Japan Corporate Network.”

Michael Buxton
Co-CEO
Ernst & Young Transaction
Advisory Services

Our annual Chief Marketing Officer (CMO) conferences that take place in London, New York and Hong Kong gather together the top marketers from the largest companies in each business centre. Our sponsors value these events to reach a highly targeted group of executives, with a specific responsibility within their organisations.



Reach senior executives in emerging multi-national firms

We are uniquely placed to support clients wishing to grow their business in emerging markets

Most of our clients are already thinking in terms of positioning themselves for the changing world marketplace. Today's global demographic profile will bear little resemblance to that of the next ten years, and growth rates in emerging markets are two to three times those of developed economies.

While established multinationals continue to be the top priority for many clients, there is a growing belief that the high-flyers of the next decade will arise from the ranks of today's domestic companies (domcoms) in emerging markets.



“QATAR, which has recorded the third highest hotel occupancy rate of 84.4% in the Middle East in the first quarter of 2007, is fast catching up in the tourism sector despite its historical limitations, according to the Economist Intelligence Unit (EIU).”

Gulf Times

“Banking executives worldwide see a promising future for China's credit industry, but in at least three years time, according to a survey conducted by the Economist Intelligence Unit and First Data International.”

China Knowledge

“Cost control is a vital issue for Czech companies, but, when profits soar, solving expenditure problems is usually not a top priority,” said KPMG risk management consultant Eva Racková, who contributed to the study, conducted in cooperation with the Economist Intelligence Unit.”

Prague Post

About the Economist Intelligence Unit



The Economist Intelligence Unit is the world's foremost global research and advisory firm.

Established in 1946, the Economist Intelligence Unit has been providing business research and advisory services to global executives for nearly 60 years. It provides analysis and forecasts in a number of ways: through electronic services, printed publications, custom research, conferences, Government Roundtables, peer-group interchange and presentations to senior management.

Economist Conferences is a division of Economist Intelligence Unit. For almost 60 years it has been the world's leading provider of international forums for senior executives.

Select list of sponsors

Academic and Government

Greater Copenhagen Authority
Harvard Business School
IDA Ireland
INSEAD
MOCIE
North of England Inward Investment Agency
Scottish Development International
Stanford University
UK Trade and Investment

Business Services

A.T. Kearney
Accenture
Bain & Company
Baker and McKenzie
BearingPoint
Boston Consulting Group
Clifford Chance
Changepoint
Deloitte
DHL
Ernst & Young
Fair Isaac
Fleishman Hillard
Herbert Smith
Hill & Knowlton
KPMG
Marakon
Marsh
Mercer Delta
Nur Advisers
PricewaterhouseCoopers
Roland Berger
TNT
Towers Perrin

Financial Services

3i
ABN AMRO
AIG
Apax Partners
Bank Austria Creditanstalt
Barclays
BNP Paribas
Deutsche Bank
Dubai International Financial Centre
Goldman Sachs
IdenTrust
Insurance Australia Group
JP Morgan
Mercury Interactive
Qatar Financial Centre
SAP
Standard Chartered
Trust Investment Bank
Visa International

Industrial and Consumer Products

Alastian
Alcan
Coca Cola
Interbrew
Rusal
SAS
Shell
Siemens
System Capital Management

IT and Communications

Adobe Systems
Agilent Technologies
AT&T
BT
CapGemini
Celerant
Cisco Systems
Cognos
Dimension Data
EDS
FAST
FileNet
Google
Hewlett-Packard
IBM
Infonet
Intel
IRI
Microsoft
Nortel Networks
Oracle
Qualcomm
Sun Microsystems
Tata Consultancy Services
Telewest
Telkom South Africa
Unisys
Veritas
Vodafone

PRINCIPAL OFFICES

LONDON

26 Red Lion Square
London
WC1R 4HQ

Contact: Kate Walters
Tel: + 44 (0)20 7576 8000
Fax: + 44 (0)20 7576 8474
Email: katewalters@economist.com

HONG KONG

6001 Central Plaza
18 Harbour Road
Wanchai Hong Kong

Contact: Tim Hill
Tel: + 852 25853888
Fax: + 852 28027720
Email: timhill@economist.com

NEW YORK

111 West 57th Street
New York NY 10019 USA

Contact: Emma Cunis
Tel: + 1 212 554 0600
Fax: + 1 212 586 2645
Email: emmacunis@economist.com

VIENNA

Oelzeltgasse 3/7
1030 Vienna, Austria

Contact: Chris Williams
Tel: + 431 712 41 61 0
Fax: + 431 714 67 699
Email: chriswilliams@economist.com

ADDITIONAL OFFICES

PARIS

Contact: Laure Crane
Tel: + 33 (0)1 53 93 66 02
Email: laurecrane@economist.com

SINGAPORE

Contact: Pieter Maarleveld
Tel: + 65 6534 5177
E-mail: pietermaarleveld@economist.com

MIAMI

Contact: Greg Ewing
Tel: + 1 646 321 0205
Email: gregewing@economist.com

TOKYO

Contact: Jons Pette
Tel: (813) 5223 2181
E-mail: jonspette@economist.com