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Sent: 3/12/2010 10:38:17 AM
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Bcc:
Subject: WCPSC resources

Hi, Lindsay,

Brian Cherry and I had the pleasure of meeting yesterday with Commissioner Bohn and Dr. St. Marie, discussing a wide range of topics, including the WCPSC. With respect to the “how to manage the press” day at the WCPSC that Commissioner Bohn described, I suggested that, given the dramatic changes in what the “media” or the “press” means in the context of an increasingly Internet-driven communications sector, having a related expert might be useful.

While a number of possibilities come to mind – and more than one such person could be invited – my recommendation criteria are inclined towards someone with significant experience with larger, established companies (i.e., versus being primarily a start-up specialist). To test this hypothesis with you, one person who fits this profile is Tim Dyson, Global CEO for Next Fifteen Communications Group plc, which is the holding company for a group of worldwide PR consultancies. It owns five independent subsidiary PR agencies that operate as autonomous businesses. It also owns two research businesses and a policy communications business. Between them these businesses have 43 offices in 19 countries. The Group has established itself as a leader in digital public relations. The focus on digital PR comes naturally to the Group given that the majority of the Group’s clients are in the technology industry, and include global names such as IBM, Yahoo!, Microsoft, Facebook and Cisco. Over the last few years the Group’s strategy has broadened to include non-technology clients. The Group now works with brands such as Coca-Cola and JCPenney.

Tim joined the Group in 1984 and became its global CEO in 1992. As one of the early pioneers of tech PR, he has worked on major corporate and product campaigns with such companies as Cisco, Microsoft, IBM, Sun and Intel. Tim oversaw the IPO of the company on the London Stock Exchange and has managed a string of successful acquisitions by the Group in recent years. Tim moved from London to set up the Group’s first US business in 1995 in Seattle and is now based in Palo Alto. Outside Next Fifteen, Tim is also on the advisory boards of a number of emerging technology companies. Tim was recently named an Emerging Power Player by PR Week US.

Three questions for you:

- Does Tim sound like someone who might “fit the bill?”

- Would you like me to approach him about his availability and interest in participating in the WCPSC?
- Does the WCPSC's budget anticipate or otherwise allow for honoraria, speaking fees, or other forms of remuneration or cost reimbursement? (Tim may very well view this as an interesting business development opportunity and not even broach the topic of compensation, but I'd like to be prepared.)

Although I won't clutter this e-mail with additional topics, I am also working on venture capital firm recommendations for the "green tech summit" portion of the conference.

I'm always pleased to discuss any aspects of this on the phone or in person if that's easier than e-mail.

Thank you,

Brian Steel

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