

# A new type of agency

EN sits down with Dave Martin and Jess Hartley, the founders of Dynamic Thought, to learn about the company's innovative approach to events

## Tell us a bit about Dynamic Thought

Jess Hartley: We consider Dynamic Thought to be a brand new type of agency, offering a fresh perspective on events and publishing. We've pooled together both our experiences; Dave has over 30 years in publishing and I've got 20 years in events.

We saw a gap in the market for providing very niche services to the publishing industry. We do that in two ways. The first is we target very niche, specific publishers that have a good brand reputation, and if they're not in the events industry then we help them get involved.

We have a look at what their products are, the content we could leverage off, and we help them put together different types of events and formats to get them into the events industry.

That's one service we provide. The other one is to do with licensing, which is a brand new concept not being done at the moment. This is targeted mostly at the bigger, global publishers with established events divisions. They produce a number of industry leading annual events, but they tend to focus those events on cities like London, New York, Singapore - the global hubs. Those events are very established - they're tried and tested and successful - and what we're offering is the chance to license those events to new international markets that they don't have any presence in at the moment.

Publishers might consider it quite high risk to launch an event in Africa or Eastern Europe, for example. But we've got some really good event company contacts in those countries that are very keen to partner with big brand names and if they license an event product from a big publisher the event companies have got the expertise on the

ground in those countries, so they can lend that to that specific event.

They pay the publisher an up front fee for a term of approximately three years. The publisher gets their money up front - which is an extra revenue stream - and the event company would then run that event in their particular country and keep the profit from the event. It's a win-win situation. It helps the publisher gain extra exposure in new markets without the risk, it helps event companies leverage that brand and become more competitive in their markets and the profit is shared between them

## Do you think most publishers should be looking into events, if they aren't already?

Dave Martin: Any publisher of a magazine has already got the content for an event, because they have it for their publication, so yes without a doubt. The other factor is that revenue is hard to come by now for publishers, - whether it's on print advertising or digital advertising - and events is an obvious revenue stream.

## Why are you interested in talking to smaller, more niche publications?

JH: The events industry is one of the few industries that have not been affected by digitalisation due to the face-to-face element. Some of the smaller publishers have struggled with getting involved in events because they think it involves a lot of resource, time and money and they don't have those departments. What we're offering them is a change to get on board without necessarily investing in a whole events division.

With my background I've produced virtually

event type of event format and worked across so many different industries, it's easy for me to go in, have a look at the different types of content they produce, have a look at what their readership profile is like and suggest topics, themes and different event formats like webinars or small training workshops, as well as conference that they could test the waters with.

## Do you have trusted companies that you know will be able to take on a brand in each specific region?

JH: Yes. We're focussing on event companies in the Middle East, Eastern Europe, Africa and Latin America and we've just focussed on three-to-five in each of those who understand what we're trying to do, are really keen to get involved with publishing brands and who have the budget to do something like this. There is definitely a market out there.

And the publisher can be as involved, or not, as they want to be?

JH: Exactly.

## What feedback have you had from introducing Dynamic Thought to the market?

DM: It's all been positive. No one has done this before, so it's a learning curve and nothing is going to happen overnight. There's no rush; we're in this for the long haul and we're invested in working with publishers and events companies who we feel there's potential in working long term with.

JH: In some markets, publishers and events companies compete against each other, this is a way that they can work together, sharing the profit and the exposure that comes with it. **EN**

