

THE BREXIT ANTIDOTE

Activating London's Good News Room

VERVE LONDON
& PARTNERS

**VERVE help businesses
make better decisions
through smarter and
more agile research,
communicated in more
inspirational ways.**



Who we are

London & Partners is the international trade, investment and promotion agency for London.

We are London-based (obviously), with teams in New York, San Francisco, Los Angeles, Chicago, Toronto, Paris, Berlin, Munich, Mumbai, Bangalore, Beijing, Shanghai and Shenzhen.



**A not-for-profit
company,
50% funded by
the Mayor of
London**





International promotion of London

**Meetings, Incentives,
Conferences & Events**

**Foreign direct
investment, business
growth and global
expansion**

**Leisure
Tourism**

**Major
Events**

**Higher
Education**

**Dot
London**

What we do

The international trade, investment and promotion agency for London.

A not-for-profit public private partnership.

We create good growth for London.

LONDON

CITY OF CREATIVE ENERGY

London has an exciting history as a centre for creativity and free thinking, from Shakespeare to the birth of punk and the catwalks of today.

This creative energy and cultural vibrancy can be felt in every aspect of London life: food, fashion, arts, exhibitions, shops, night life as well as innovations in science and business

**Rich heritage
and cultural
history**

**Diverse range of
cultures and ideas**

**Progressive,
free thinking
mindset**

**Hub for talent
and innovation**





ENGAGE

Global pop up communities



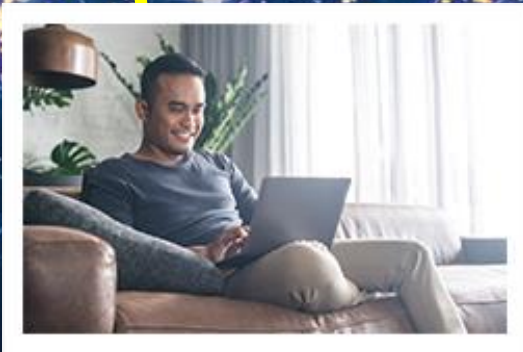
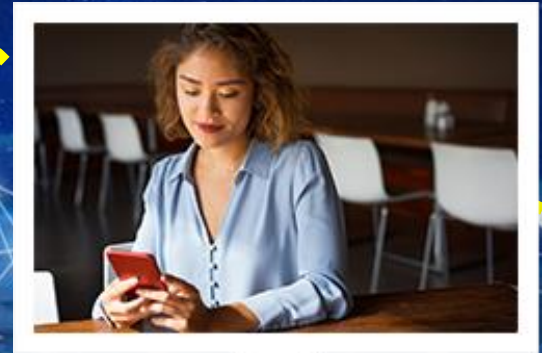
COLLABORATE

A deliberative approach working in partnership with business leaders



ITERATE

Multiple, ongoing interactions





VERVE VIDEOS



Scalable internationally

The ability to bring a diverse, multi-language business audience together globally within a short timeframe.



Ongoing interactions

Shorten the time frame for “doing” the research by thinking sprints rather than a single interaction.

Create more time to think about the implications and hone the message with input from multiple London & Partners stakeholders.



EXPLORING

REFINING

RETESTING



THE HUMAN STORY





LONDON'S FUNDAMENTALS





“

I expected this experience to be myself answering questions and instead you've created an interactive forum different from any study I've ever participated. I'm stepping away with a lot of knowledge that I wasn't aware of prior!

**Ed, MD at Lbrands
West Coast USA**

GOOD NEWS ROOM



1,250

members in our
Good News Room
community!



75%

of our community are
manager, director, C-suite
or founder level

MEMBERS BY INDUSTRY

Evenly split across a broad range of our target sectors including:



TECH



FINANCE



POLITICS



LEISURE



TOURISM

**LONDON'S
GLOBAL GOOD NEWS ROOM**

+44 (0)75 5337 4546

**Add us to your contacts - WhatsApp us
your name, job title and organisation
We'll send you good news**



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L  **ND**  **N**

EVERYONE WELCOME

#LONDON IS OPEN

An aerial photograph of London at sunset. The sky is a vibrant orange and red, with the sun low on the horizon to the right. The city is densely packed with buildings, and the River Thames flows through the foreground. The Shard, a prominent skyscraper, stands out in the center. The text "Thank you" is overlaid in large white letters across the middle of the image.

Thank you

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