



9.9 Media in strategic pact with The London Speaker Bureau

9.9 Media has tied up with The London Speaker Bureau to set up the first speaker bureau in India. The London Speaker Bureau is the largest in Europe and Asia. Having developed a strong presence in Europe, they are now keen to set up operations in India and China. The aim of the speaker bureau would be to provide business, economic, political, keynote and motivational speakers for conferences and events.

In India, the offices would be in Mumbai and Delhi. Besides sourcing national and international speakers, the company would provide international platforms to Indian speakers as well.

Elaborating on the partnership, Tom Kenyon-Slaney, Managing Director, The London Speaker Bureau, said, "We see the partnership between 9.9 Media and The London Speaker Bureau as an exciting, groundbreaking opportunity, and a key part of our global speaker network. Our aim is to build an international highway of talented individuals linking all the major economies of the world. Not only does India have a vibrant corporate sector with an increasing demand for speakers for their conferences and meetings, it also has great leaders in technology, research and commerce who can share their wisdom and experiences not just with Indian audiences but with global corporate audiences as well. We are putting in place a global human-content network, and we see India at its heart."

Pramath Raj Sinha, Managing Director, 9.9 Media, said "To us, this is about India's thought leadership and making it accessible – within the country and overseas. Indian organisations are looking at quality as the differentiator – and this is true for their own offsites, training programmes, in-company conferences, and board meetings. In fact, many just want the best for their people, their customers and their clients, and are happy to pay. It is a combination of exclusivity and quality – something that we promise. We are excited at the way things are going and have signed on close to 50 prominent people."

Anuradha Das Mathur, Director, 9.9 Media, who leads the speaker bureau initiative, said, "It's about a business with the brightest and the best. What could be more fun? The early signs are very promising and we are looking forward to creating a new industry in India."
