

Content creation, research and training

Services overview 2020

Our services

Alongside our conference and events services, Adaugeo Media works with clients in these areas:

- Writing and design
- Webinars, video and podcasts
- Research services
- Training

Writing and design

Our team of writers are very experienced in treasury, transaction banking, trade and procurement, with backgrounds that include Global Treasurer, AFP, Eurofinance, GTR and others. We speak to treasurers and procurement leaders every week, so our understanding of their needs is second to none.

We can work to any brief, but our most common projects include case studies, awards entries, white papers, research reports and 'ghost writing' expert opinion pieces for senior leaders.

Webinars, videos and podcasts

Our approach to webinars is very different to the typical 'Webex meeting'.

We use our deep expertise in treasury and procurement to develop compelling themes for discussion, then design branded online environments, pre-upload slides, provide an expert moderator and hold rehearsals to ensure the audience experience is faultless, allowing your message to shine through.

Our video and podcast services bring our unique combination of subject matter expertise and technical excellence to the creation of compelling, shareable online content.

Research services

We're often asked to help clients understand the motivations and buying behaviours of their own potential customers through qualitative research and the creation of buyer personae. We work with our ex-Economist Intelligence Unit partners at Stingray to conduct in-depth interviews with treasury and procurement leaders, revealing actionable insights that help drive sales.

We can also use our networks of corporate treasurers and procurement leaders to carry out quantitative research, usually online, to support a business case or to create the raw material for marketing collateral such as a research report or white paper.

Training

Our deep expertise in treasury and transaction banking powers our training brand, Transaction Banking Academy. We deliver both live, in-person training at locations around the world and interactive online training through our learning management system. Our training is never 'off-the-shelf' - we develop bespoke courses to meet the specific needs of each client.

Our most common request is to help sales teams - who may be product experts but not so strong on identifying customer needs - to understand what corporate treasurers and procurement leaders *really* do.

Some current projects (2019)



- Gamechangers Guide for Taulia
- Working Capital Index for Lloyds Bank
- Case studies for Bank of America Merrill Lynch
- Buyer Personae for Basware
- Webinars for Tradeshift
- Five-day residential cash management training in Madrid for BBVA

Cost indicators: basic services

Article writing (inc. case studies, awards entries)	from €1,575
White paper (inc. concept, charts, design)	from €4,200
A4 Infographic (concept, copy, design)	from €2,835
Webinar (full service)	from €7,500
Podcast	from €5,250
Video (per day filming)	from €7,875
Research services	from €20,000
Training (live, in person, one tutor, per day)	from €7,500

Article writing service includes

- Consultation on theme and style
- Interview with subject matter expert or client
- First draft
- First set of changes
- Second draft
- Final changes
- Final version delivered

White paper service includes

- Consultation on idea and theme
- Interviews with multiple subject matter experts
- Desk research for background data
- Creation of charts and graphics in house style
- First draft text
- First text changes
- Layout to print-ready PDF
- Final changes
- Final version delivered as PDF

Infographic service includes

- Consultation on idea and theme
- Desk research to gather data and statistics
- First draft in PDF format
- First set of changes
- Second draft in PDF format
- Second set of changes
- Final version delivered as PDF, PNG and other required formats

Webinar service includes

- Consultation on idea and theme
- Recruitment of independent speaker
- Provision of branded event platform
- Provision of a neutral moderator
- Invitation and registration process
- Dress rehearsal
- Full management and hosting of live webinar
- Delivery of edited recording and full data on registered participants

Podcast service includes

- Consultation on idea and theme
- Provision of a neutral moderator or 'radio host'
- Provision of recording studio facilities
- Editing and provision of suitable music etc.
- Delivery of first version
- One set of client edits
- Delivery of final version
- Upload to required platforms

Video service includes

- Consultation on idea and script if required
- Provision of expert videographer for max 7 hours
- Provision of experienced video reporter for interviews and links
- Editing and graphics/captions
- Delivery of first version
- One round of client edits
- Delivery of final version

Research services include

- Online research (quantitative)
 - Initial consultation
 - Design, build and testing of online survey
 - Recruitment of e.g. 50 participants through e-mail and social media
 - Analysis and presentation of results
 - Provision of final report
- Depth interviews (qualitative)
 - Initial consultation
 - Design of interview questions
 - Recruitment of participants through e-mail, telephone and social media
 - Scheduling and completion of telephone interviews for e.g. 20 participants
 - Analysis and presentation of results
 - Provision of final report

Training services include

- Development of course content
- Creation of course materials
- Pre-course survey to profile attendees
- Delivery of live course at your location by an expert tutor
- Course pack for each delegate
- Access to course materials online for up to a year following the course
- Follow-up conference call for all participants to connect with tutor one month after course date

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