



SPOT YOUR
POTENTIAL

BLADONMORE
Graduate Scheme
2011

ABOUT BLADONMORE

It's not easy to put Bladonmore into a single box, which is the way we like it. But everything we do is driven by one thing – our desire to provide intelligent communications consultancy and implementation services to organisations, their leaders and executives. The business has offices in Abu Dhabi and London.

SMART CONTENT

Bladonmore specialises in being a content partner to organisations in the financial, investment and business sectors. We create and deliver a wide range of content through magazines, films, websites, annual reports and brand identity. Everything we produce is intelligent, engaging and designed to drive response from key client stakeholders, including investors and employees.

INSPIRING COACHING

Bladonmore provides coaching for business leaders who need to communicate with key audiences, including clients, investors, staff and the media. Our advice helps clients ensure shareholders better understand the value of their business; helps win new clients; helps senior teams engage with employees; and improves media understanding and coverage. We work at the highest level internationally, counting the CEOs and CFOs from Europe's largest companies, as well as 13 of the top 20 financial PR agencies, among our clients.

Our business is built upon three core values:

EXPERTISE

Every member of our team has a deep understanding of the issues facing our clients – and our clients' clients. Our online content and publications illuminate topics for all types of audiences.

ENTERPRISE

Commercially minded creativity is the foundation of everything we do. We will ensure that the content we create fizzles with original ideas and concepts. We work closely with our clients to find innovative and effective ways of presenting and packaging intelligent, accessible information.

EFFECTIVENESS

We constantly measure the performance of all our client services. Whether it's a training course, customer publication, interactive media campaign or annual report, we focus on delivering substantive business results.

WHY BLADONMORE?

WE'RE ON THE CUTTING EDGE

From digital communications, via groundbreaking research projects, to our expanding presence across emerging markets, Bladonmore continues to push back the frontiers of corporate communications.

WE OFFER IN-HOUSE COACHING

We provide a development programme for every member of our team using our network of professional trainers. Bladonmore's dedicated in-house training academy offers regular sessions on areas such as presentation skills, management development, plus comprehensive introductions to international finance and other sectors in which our key clients operate. As Bladonmore grows, our people grow with it.

WE NURTURE CREATIVITY

Ambition, entrepreneurialism and a truly international outlook form the bedrock of the Bladonmore culture. It's a dynamic, challenging environment in which drive, creativity and intelligence matter far more than corporate hierarchy. Good ideas are carefully nurtured.

WE'RE GOING GLOBAL

Through our existing offices in London and Abu Dhabi, we already work with a diverse range of organisations from Cape Town to Oslo, and from Chicago to Singapore. We continue to increase the geographical diversity of our client base.

WE'RE GROWING

Our team of producers, designers, editors, journalists, broadcasters, business experts and trainers continues to expand.

WE WORK WITH THE BEST

Our client base comprises many of the world's leading businesses and financial institutions, from PricewaterhouseCoopers and Linklaters, via Goldman Sachs and EVCA, to Bridgepoint and Virgin. It's a portfolio that is growing all the time.



BLADONMORE



ABU DHABI COUNCIL FOR ECONOMIC DEVELOPMENT
 ADCED was established by the Abu Dhabi government in 2006 to facilitate economic diversification and growth through creating greater understanding, cooperation and engagement between the public and private sectors of the Emirate.

We have been working with ADCED since 2008 delivering a number of publishing projects on their behalf, produced in both English and Arabic. This includes their publication The Economic Review, which blends ADCED's economic research and analysis with high-calibre business journalism and leading academic thinking, and their 2008 and 2009 Annual Reports.



CORPORATE FINANCE FACULTY
 The Corporate Finance Faculty is part of the ICAEW and has the largest network of professionals involved in corporate finance.

Bladonmore was appointed as publisher in December 2004 to re-launch the ICAEW's Corporate Finance Faculty's established member's publication Corporate Financier. The aim of the re-launch was to produce a higher quality publication for its members and increase membership of the faculty. The award-winning magazine is published ten times a year exclusively for faculty members and has become a "must-read" in the corporate finance sector.



ALDAR PROPERTIES
 This high-profile organisation is publicly quoted on the Abu Dhabi Securities Exchange and charged with delivering some of Abu Dhabi's most high-profile real estate projects.

Bladonmore has delivered corporate communications advisory work for Aldar since February 2008 and in January 2009 we were appointed as their corporate communications adviser. This is a wide-ranging communications remit that includes regional and international media work, strategic advice, corporate positioning, internal communications, creation of marketing collateral and training.



ARCELORMITTAL
 ArcelorMittal is the world's leading steel company, with operations in more than 60 countries.

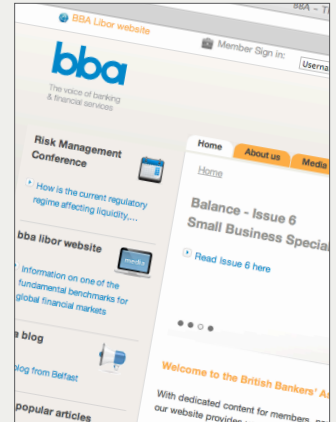
Bladonmore has been a communications adviser to ArcelorMittal since the business was formed following the merger of Arcelor and Mittal Steel in June 2006. We have delivered a number of projects including preparing senior executives for interactions with the media; delivering country manager communications programmes and producing a range of film and editorial content, for projects including a press conference that unveiled plans to build a 400ft sculpture for the London Olympics 2012.



ABU DHABI CHAMBER OF COMMERCE AND INDUSTRY
 ADCCI is the organisation that represents the interests of business in Abu Dhabi.

Bladonmore was appointed as consultant to deliver a communications strategy for ADCCI as part of a strategic initiative to align itself more closely with the long-term economic plan of the Government of Abu Dhabi.

Bladonmore developed a strategy and implementation programme to increase awareness among key stakeholders about the Chamber's membership value, social responsibility and strategic re-positioning as an important policy advocate in Abu Dhabi and the leading business membership organisation in the GCC region.



BRITISH BANKERS ASSOCIATION
 The BBA is the leading trade association for the UK banking and financial services sector.

Bladonmore designed, built and launched the extensive new BBA website, as well as five associated microsites and the BBA intranet. Having carried out a critique and audit of their previous site, we worked closely with the BBA to create and launch a website that has increased user traffic and interactivity. We continue to provide ongoing support and strategic analytic reports for the website.

BLADNORE PARTNERS



COLLER INSTITUTE OF PRIVATE EQUITY AT LONDON BUSINESS SCHOOL

Coller Capital is the global leader in secondaries investing.

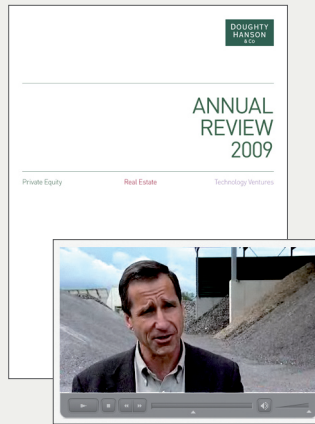
Bladnmore has enjoyed an eight-year relationship with the firm, providing a range of advisory services. The latest initiative is focused on the development of a publication to support the development of the Coller Institute of Private Equity at London Business School. This is an example of an effective thought leadership programme focused on positioning Coller Capital as a global authority in private equity.



ECI PARTNERS

ECI is one of the leading mid-market private equity firms in the UK, specialising in buyouts, buyins and development capital deals valued between £10 and £150 million.

Bladnmore has worked with ECI to redesign its website and client newsletter, giving them both a more contemporary feel. We also produced three short films for their website to showcase successful exits from selected portfolio companies, providing an insight into how ECI works with the businesses in which it invests to create value.



DOUGHTY HANSON & CO

Doughty Hanson has a 24-year track record of buying established businesses and working with management to realise value within companies across Europe.

Bladnmore is now in its fourth year of working with Doughty Hanson, providing a range of services focused on enhancing Doughty Hanson's relationship with its investors. These include the development of the firm's Annual Review and a range of content initiatives for its annual meeting. Bladnmore to date has produced 34 films for Doughty Hanson.



PRICEWATERHOUSECOOPERS

PricewaterhouseCoopers is the second-largest professional services firm in the world and one of the 'Big Four' accountancy firms.

Bladnmore produces Transform, PwC's bi-annual Central and Eastern Europe (CEE) client magazine. We have also produced an annual review for the region, a film and an internal magazine. PwC's thought-leadership credentials were further strengthened by their 'Future Trends in CEE M&A' report, which detailed key trends they believed would drive mergers and acquisitions activity in that region. Bladnmore has worked with the regional head of M&A to create an accompanying presentation and speech that has been given at a number of industry conferences and meetings.



BALFOUR BEATTY GROUP

Balfour Beatty is an infrastructure services business with four market-leading businesses in professional services, construction services, support services and infrastructure investments.

Bladnmore works with Balfour Beatty on a number of publishing projects including Update, their internal magazine and website, and Connect, which is sent out to customers, stakeholders and the broader rail industry. We have also provided speechwriting services to the Chief Executive of Balfour Beatty and delivered a film promoting a new company initiative.



VIRGIN

Virgin is a leading venture capital company and is one of the world's most respected brands.

Bladnmore has worked with Virgin on a variety of projects across a range of their businesses, from media coaching for Sir Richard Branson and the Board of Virgin Media to films for Virgin Active. We have also provided coaching sessions for the management team and CEO of Virgin Money.



LUC DELAUZUN

"I graduated in 2009 with a 2:1 in Marketing Management, and a minor in Computer Science.

That summer saw the peak of the recession but I still moved to London to look for work. I wanted to begin building a network of contacts and get to know the city – this was when I found out about the Bladonmore Graduate Scheme.

The opportunity to work in all areas of the company held instant appeal, allowing me to develop a wide range of skills and gain industry knowledge.

When Bladonmore offered me a place on the scheme I couldn't wait to begin. From my very first day in January there was a great buzz in the office – everyone was enthusiastic

and friendly. I quickly felt part of the family.

Bladonmore always helps you play to your strengths, so I started the scheme with the commercial team – where I was able to put my marketing background to good use. I was immediately involved in projects which helped me find my feet and feel confident.

My next role was in coaching where I managed accounts for several of our top clients, many of them FTSE 100 companies. It was also a brilliant chance to meet some high-profile individuals and attend client meetings. This was a real challenge but I enjoyed the level of responsibility and making a valuable contribution. I felt like a trusted, respected member of the team.

Being assigned to a particular department doesn't stop you being involved in a variety of projects because the company does not operate in silos. There is a constant stream of new challenges and tasks, meaning you're always working with different people across all areas of the business. The entrepreneurial

nature of Bladonmore also means that new ideas are welcomed and you're always listened to.

There's a fantastic support network here and from the onset I was encouraged to be a part of all aspects of life at Bladonmore, both at work and socially – including making the most of the in-house training courses, such as presentation training, and organising a World Cup quiz night.

There is always something new and exciting to get involved in from film production to new business pitches – there is rarely a dull moment!"





WHAT WE NEED FROM YOU

A knack for absorbing large amounts of information and learning new skills fast

A professional, personable manner

A passion for delivering premium quality work

Excellent IT skills, including Word, Excel, Outlook and PowerPoint

First-class time management and organisational skills

Ambition and drive

Strong written and verbal communication skills

An unflappable attitude and a good sense of humour

An ability to work effectively as part of a team

A positive attitude

A keen interest in the worlds of business and finance

Plenty of self-motivation

Ability to take on challenges as they arise

Your first year at Bladonmore will include:

CONTENT TEAM

Six months working in editorial, production and account management. This incorporates anything from conducting interviews with industry experts to producing flat plans, magazine synopsis's and attending conferences in search of new ideas within the editorial team. In Production an insight into what is involved in; getting a magazine to print, picture retouching and sourcing and supplying estimates. Finally in account management; managing client relationships, assuring schedules are followed and researching competitor offerings.

NEW BUSINESS AND MARKETING TEAM

Three months working in new business and marketing. This includes tasks such as: pushing out new campaigns and analysing the results, contributing to E-marketing efforts through new social mediums or meeting with clients to discuss Bladonmore's services.

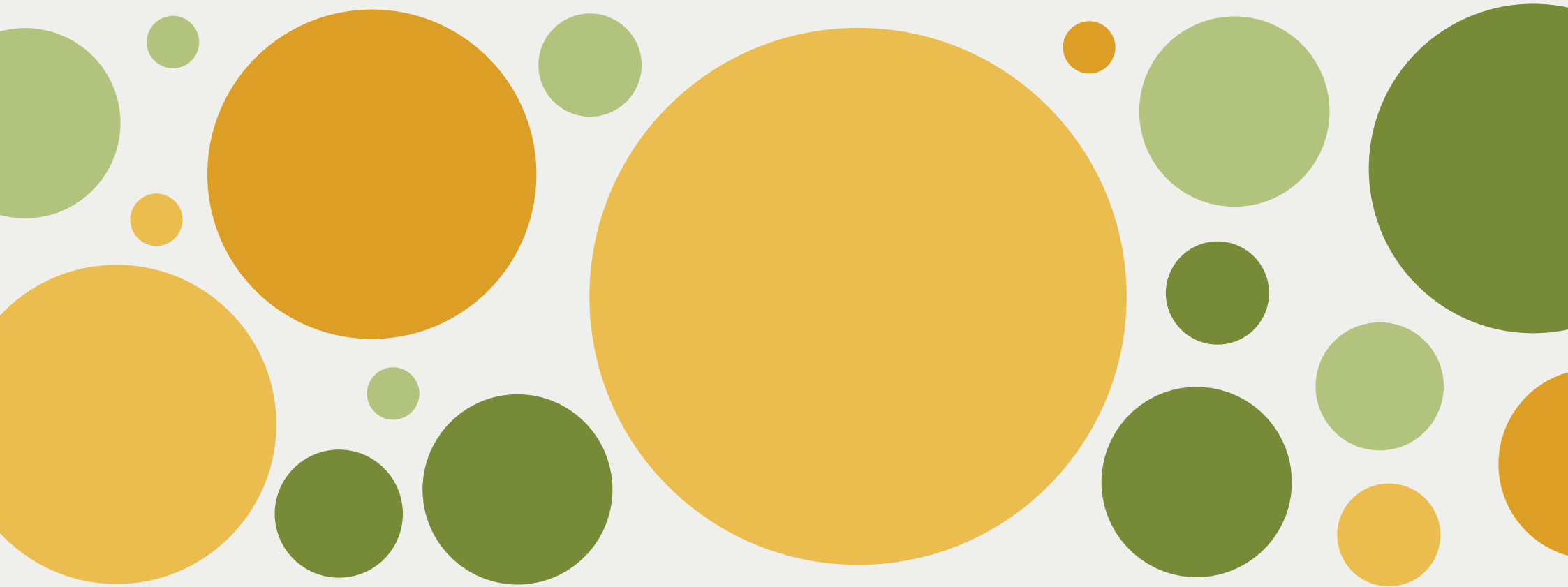
COACHING TEAM

Three months working in operations and client services. Handling the day to day management of the coaching of senior executives and CEO's, scoping out potential coaching opportunities, managing the network of senior media and presentation trainers.

At the end of the 12-month scheme, we hope to place the candidates within the part of the business that best suits them, where they can embark on a long-term career.

Like all members of the Bladonmore team, graduate recruits will benefit from access to the Bladonmore training academy throughout their time with us. They will also receive a comprehensive induction on arrival.

Bladonmore is a strategic communications adviser to organisations and their executives. From offices in London and Abu Dhabi and drawing on a network of international talent, we produce publications, films, online work and training modules that are used to support internal and external communications programmes for major corporations, professional services firms and leading financial services organisations.



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