

# Meridian West's Thought Leadership Ideas Lab



The Ideas Lab is a workshop to help you design a great thought leadership campaign. Built for marketers and fee earners, it draws from the Meridian West Thought Leadership Tool Kit and case studies.

Given the proliferation of thought leadership content, it is important to avoid a 'me too' approach. This often fails to yield results because there is no clear link to the firm's business strategy or business development priorities.

Meridian West has developed the Ideas Lab to take you step-by-step through the planning process to ensure your campaign ideas are clearly linked with business objectives, have the necessary buy-in from senior colleagues in your firm, and that the research inputs and outputs are designed to maximise the impact of your available budget and resource.

## Ideas Lab Agenda

- **Why** - defining your goals
- **The Big Idea** – what is the story you want to tell?
- **Audience** – are you targeting the c-suite, the press or specialists?
- **Business case** – Which content will give you the best return on investment?
- **Inputs** – the best research techniques
- **Outputs** – creating digital and hard copy assets
- **Stakeholder engagement** – ensuring your staff and partners are using the content with your clients
- **Project planning** – critical success factors, budget and timing

## Meridian West's Thought Leadership Planner

