

Press release

New independent media brand, Board Agenda, launches to inspire exemplary board performance

Board Agenda to provide insight, research and information on corporate governance, strategy, risk and ethics

A new independent media brand, Board Agenda, is launching this month to address the increasingly complex role of being a board member, particularly a non-executive director.

[Board Agenda](#) offers a progressive editorial agenda that will support board directors, allowing them to contribute effective board oversight, and thereby lead sustainable, trusted and profitable companies.

Founded by a team comprising business publishing specialists and experienced board directors, *Board Agenda* is dedicated to equipping board members so they can anticipate risks and opportunities, gain foresight and make informed decisions in the boardroom. Insight, research and information will allow them to fulfil their increasingly complex roles and responsibilities.

Board Agenda offers a suite of media products including the website www.boardagenda.com, a quarterly magazine, digital editions, a mobile app, and specialist reports and events, including conferences and awards.

Trevor Pryer, CEO and publisher said:

"The roles and responsibilities of board members in the UK, Europe and around the world are rapidly evolving as they face complex governance, risk, ethical and strategic operational challenges. We believed that the time was right to launch *Board Agenda*, a resource which has been designed to meet these challenges.

"Unlike any other business media in Europe, *Board Agenda* specifically focuses on issues that are relevant to board directors of PLCs and larger organisations, and also to those who have an interest in their performance—namely, investors and stakeholders."

Gavin Hinks, managing editor, said:

"Recent policy proposals from the UK government concerning employees on boards, while surprising to many, actually tap into a broader international discussion that has been underway since the financial crisis of 2008, about the importance of corporate leadership.

"The Brexit referendum result and the election of Donald Trump last year indicated that voters are now acting on a belief that globalisation has failed to provide an adequate distribution of wealth. Big business is part of that perceived problem.

"Consequently, expectation is growing for the corporate world to undergo reform so that it is no longer simply about the single-minded pursuit of profit. Companies are under pressure to conduct their business fairly, openly, ethically and with some sense of societal importance—not just with money-making potential. That's why we believe the time is right for *Board Agenda* to emerge and support those working to achieve this reform."

Neil Stevenson, managing director of the Integrated International Reporting Council, said: "We welcome *Board Agenda*. Boards want to create, deliver and communicate on long-term value for their stakeholders, and this is a timely and relevant development that will help board directors enhance their role."

Turid Solvang, chair of the European Confederation of Directors' Associations, said: "*Board Agenda* is a much-needed hub for corporate governance and board-related information, which will be highly valued!"

Marie-Louise Clayton, chair of the audit committee at Clarksons PLC (a FTSE 250 company), said: "As board work is increasingly professionalised, the need for a quality publication in this area becomes more pressing. *Board Agenda* is filling that role, providing challenge, advice and a forum where best-in-class knowledge can be shared. Let's welcome the new member to the boardroom!"

For more information about *Board Agenda*, please contact:

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About [Board Agenda](#)

- *Board Agenda* is a progressive and independent media brand dedicated to serving board directors, investors and professional advisers on emerging issues that shape corporate leadership, fuel effective boards and drive business success.
- An award-winning editorial team and renowned contributors provide incisive news analysis, engaging commentary and topical investigative reports on an extensive range of subjects, such as shareholder activism, corporate culture, risk management, corporate reputation, selection & diversity, strategic planning, legal and regulatory issues, outsourcing, finance, M&A, technology, investor relations, ethics, sustainability and executive remuneration.
- Its editorial programme is enhanced by experienced and practising non-executive and executive board directors, as well as investors, governance professionals, economists, academics, politicians and regulators from Europe and across the world,

with thousands of articles, reports and case studies available on every conceivable issue that board members encounter.

- The independent ethos of *Board Agenda* means that editorial leader articles criticise, challenge or applaud corporate behaviour; there is informed opinion from diverse standpoints on topical business issues, probing interviews with corporate leaders, investigative business reporting, and analysis of corporate failures as well as successes.
- *Board Agenda*'s purpose is to support board executives so they gain insight about issues that impact on governance, acquire specific knowledge about board practices, navigate the increasing complexities of their role, embed best practice in their board activities, help them achieve effective board oversight and ensure their performance as board members is exemplary.

FOUR BIOGRAPHIES – FOUNDERS & DIRECTORS

About Trevor Pryer, CEO & co-founder

Trevor has a publishing career of more than 25 years. He is a senior publishing executive and entrepreneur with expertise in product development, sales, content marketing and strategic business planning. He has managed revenue streams of up to £75m per annum and led sales and business development to blue chip organisations in the UK and internationally. Trevor has worked in listed media companies and has a successful track record of growing business in both mature and start-up environments. A former News Corp executive, his management roles have spanned print and digital media, with commercial responsibility for *The Sunday Times* and *The Times*. Trevor was also the MD and founder of award-winning content publishing agency, Agency Publicom, which he took from start-up to more than £10m in sales in eight years, securing more than 20 clients in B2B and B2C market sectors.



About Jane Macken, managing director & co-founder

A former managing director for Haymarket Business Media, Jane's experience spans various sectors: marketing communications (*Campaign, Marketing, PR Week, Media Week, Brand Republic*); Medical (*GP, Mimms, Medeconomics, Haymarket Medical Education, myCME*); energy and environment (*ENDS Europe, ENDS Report, Planning, WindPower Monthly*); charity (*Third Sector*); and events (*Event, Conference and Incentive Travel*). Jane is a driven B2B media specialist with more than 25 years' experience in senior roles. A strong commercial driver with excellent people and strategic skills, Jane has a passion for digital media, data and live events.

**About Patrice McDonald, director & co-founder**

Patrice is currently non-executive chair, TD Bank Europe; non-executive director, Simcorp Board and Audit Committee; non-executive chair, Risk Committee, and director, Davy Group; and non-executive director, Civilised Bank Board. She is a former chief risk officer and head of governance at Barclays Wealth and Barclays Capital. Patrice is a highly experienced risk and regulatory expert with a track record of more than 20 years in investment, business and retail banking, as well as across wealth and asset management. A former managing director, global chief risk officer and head of governance at Barclays Wealth, Patrice has been lead adviser and partner in the Financial Services Risk and Regulatory Practice of EY, and has advised the boards of many of the largest UK and international financial services groups. Patrice is a Harvard MBA.



About Gavin Hinks, managing editor

A former editor of *Accountancy Age* and *Financial Director* magazines, Gavin is an experienced and award-winning journalist with more than 20 years' experience, who has managed editorial teams producing targeted news and feature content across print and digital media. As well as writing and planning content, Gavin has hosted conferences and appeared on national TV and radio as a pundit. Gavin is winner of "Best Journalist Article or Blog Post" in the Professions for Good and Institute for Business Ethics writing awards 2014, and was shortlisted as editor of the year by the PPA.

