



## COMPANY INFO

As one of the UK's leading sources of expert knowledge and insight on Asia, the non-profit organisation aims to reach all sectors of society, ranging from culture & education to business & politics. The offering was a compact programme of exceptionally high-calibre speaker-events, including figures such as Narayana Murthy (pictured), Shaukat Aziz, Anson Chan, Alan Rosling, Lord Stephen Green and many others.

## ASSIGNMENT & DELIVERABLES

Initially providing strategic input on product and programmes, Callam was appointed by the board as interim Chief Executive in March 2015. His remit was to build a high-performing team, meet revenue targets and establish new corporate partnerships to boost engagement.

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## PROCESS & OUTCOMES

Clarity on direction was initially obtained by gauging feedback from 200 close contacts of the organisation. The mission was adapted to build on market-demand for greater insight into Asia's economic and political landscape. New products were developed for corporate partners and funds were raised externally to hire the first Corporate Relations Manager. New partnerships were established with government and leading universities. A flat-rate membership scheme was introduced to boost sign-ups and new online and offline marketing material produced to increase engagement. Within 12 months, the core team had grown to seven full-time staff and operating revenue had doubled. Monthly reach had increased from 1,500 professionals to almost 5,000. The organisation was successfully drawing interest from some of the highest-ranking executives in Britain.

After 16 months, Callam Fletcher transitioned his role to the organisation's first Director.