



Alastair Campbell

Former Director of Communications and Strategy for Tony Blair

"Controversial, thought-provoking and highly entertaining."

Alastair Campbell is a writer, communicator and strategist best known for his role as former British Prime Minister Tony Blair's spokesman, press secretary and director of communications and strategy. He now splits his time between writing, speaking, fundraising, politics and campaigns.

TOPICS:

- The Blair Years
- Strategic Communication
- International Relations
- Current Affairs
- The British Media
- Politics in Sport

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2015** Winners: And How they Succeed
- 2011** Diaries Volume Three: Power and Responsibility
Diaries Volume Two: Power and the People
- 2010** Diaries Volume One: Prelude to Power 1994-1997
- 2008** All in The Mind
- 2007** The Blair Years - Extracts from the Alastair Campbell Diaries

IN DETAIL:

After writing for *Forum* magazine Alastair joined the Mirror Group, where he became the Mirror's chief political economist. He then worked as news editor for the *Today* newspaper. When Tony Blair became leader of the Labour Party he asked Alastair to become his press secretary. For three years, he played a key role helping to create New Labour and return the Party to power. After the 1997 election he became the Prime Minister's Chief Press Secretary and Official Spokesman during Labour's first term. After helping New Labour win a second landslide election victory, he became Director of Communications and Strategy until 2003.

WHAT HE OFFERS YOU:

Drawing on his experience of ten years alongside Tony Blair, and his considerable understanding of the modern media, he specialises in strategy, making change, dealing with the media and crisis management - often at the same time.

HOW HE PRESENTS:

He is an engaging and innovative speaker able to apply his insights and experience to the work of others with wit and passion.