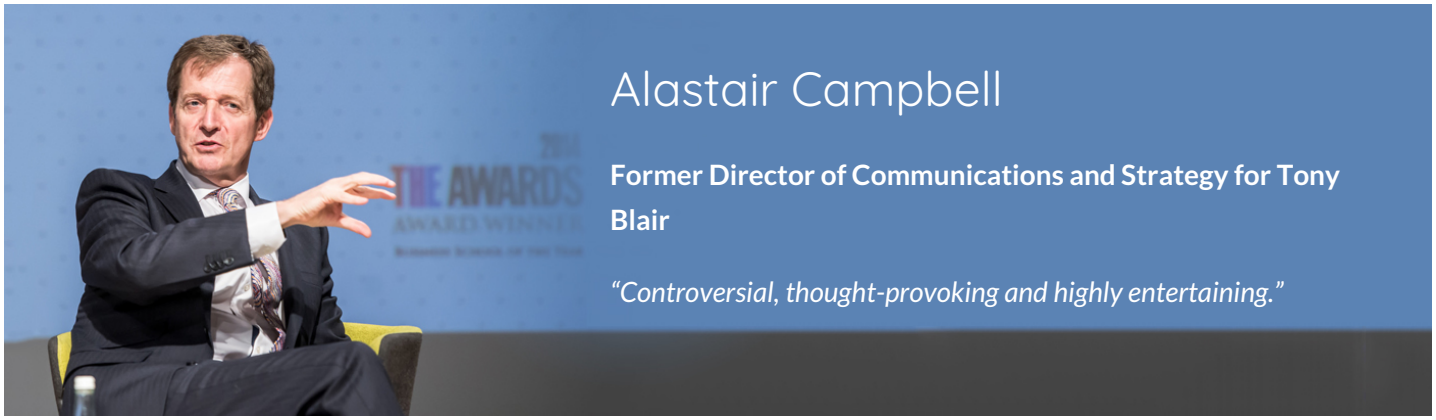


# Alastair Campbell

**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. Still active in Labour politics, he now splits his time between writing, speaking, fundraising, politics and campaigns.

## TOPICS:

- Leadership & Communication
- Strategy & Crisis Management
- Politics & Current Affairs
- Media & Journalism
- Mental Health & Resilience

## LANGUAGES:

He presents in English.

## PUBLICATIONS:

| | |
|---|---|
| **2023** | But What Can I Do?: Why Politics Has Gone So Wrong, and How You Can Help Fix It |
| **2021** | Diaries Volume 8: Rise and Fall of the Olympic Spirit, 2010-2015 |
| **2020** | Living Better: How I Learned to Survive Depression |
| **2018** | Diaries: Volume 7: From Crash to Defeat, 2007-2010 |
| **2017** | Diaries Volume 6: From Blair to Brown, 2005 – 2007 |
| **2016** | Diaries Volume 5: Outside, Inside, 2003–2005 |

## IN DETAIL:

Alastair Campbell's career spans from writing for Forum magazine to becoming the Mirror's chief political economist. He worked as news editor for Today newspaper and played a vital role in shaping New Labour under Tony Blair's leadership. He served as press secretary, then as Prime Minister's Chief Press Secretary during Labour's first term. He continued his influential role, eventually becoming Director of Communications and Strategy until 2003. Apart from his political career, Alastair has been open about his struggles with mental health issues and has become an advocate for mental health awareness. He has spoken candidly about his experiences with depression and has worked to reduce the stigma surrounding mental health problems. Alastair has also written numerous books including several No1 bestsellers. Since 2022 Alastair Campbell and Rory Stewart host popular podcasts discussing politics and interviewing guests about the realities of leadership.

## 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:

Alastair captivates with vivid storytelling, his strong communication skills and expert insights, crafting a memorable and informative experience.