





At Boilingpoint Group, we provide some pretty distinct services. Our thought leadership, corporate awards and integrated content offerings are all designed to work perfectly well individually, and to layer appropriately when needed. When that happens, when it all comes together - that's the boilingpoint. Take a look at these one-pagers, and let us know how we can help. We can't wait!

THOUGHT LEADERSHIP

In today's 24-hour, jam-packed media landscape, anyone can call themselves a thought leader. But getting anyone to pay attention? That's something else altogether.

Thought leaders – real ones, not your average 'guru' – offer value. That's how we go about creating meaningful exposure, as opposed to just more noise. To get noticed, to stand out from the competition, you must be able to tell your story to the right audiences, in the venues and formats that they want to receive your message. Now, you already know that your competitive advantages, innovative practices and key people have been essential to your success. But how do you take that store of knowledge to the next level?

Boilingpoint Group has worked with many businesses, establishing thought leadership strategies and best practices. We build reputations for trusted advisors. That sort of reputation sets your business up to be an influencer, which allows you to leverage earned media, increasing your profile and, ultimately, your revenue.

We work with you and your team to develop a wicked thought leadership strategy. We capture your story, build your community and develop content that adds value; we create these targeted communication tactics to build your brand.

DISCOVERY & POSITIONING

Positioning is more involved than simply determining where your expertise lies. It goes beyond that, in determining the specific niche you're able to occupy and crafting a message that is immediately identifiable.

BRANDING

A thought leader is highly reliant on a strong personal and/or corporate brand. As such, it's important to establish that brand from the outset, in line with positioning of your expertise. We ensure that this brand is outlined and established from the outset - a strong foundation on which to build.

MEDIA TRAINING

In the best case scenario, speaking engagements and media interviews are great opportunities to establish thought leadership. We teach you how to make sure every opportunity is a best case scenario.

SPEAKING & MEDIA APPEARANCES

Speaking is the bread and butter of thought leadership. Obviously, we work with you not only to find opportunities to speak, but to ensure that what you're saying, and the packaged way you're presenting it, is effective and compelling.

There are any number of reasons why a person might want to become a thought leader, whether to raise the profile of a company, organization or cause, to make money through speaking, or perhaps something more personal. Whatever the reason you might want to, there's really only one reason you should: you've got something to say that people want and/or need to hear.

About BPG

We are Boilingpoint Group. With a proven track record in the establishment of thought leaders, effective awards programs and the creation and management of owned media, we help you make the leap to the next level. We work with wide variety of clients in disparate industries because we don't believe in conflict of interest, and we don't rely on templates. We've certainly got our systems and internal efficiencies, but our approach is adaptable and our programs completely bespoke. You didn't want off-the-rack, did you?



CORPORATE AWARDS

You've worked hard to build your business. You've achieved results, established new standards in business structure, process and culture. Your management has effectively lead your teams.

But businesses don't just win awards for being leaders in their field. They don't necessarily win for ground-breaking innovation, vibrant corporate culture or virtuous management. They win awards for how well they tell those stories.

Awards increase recognition. They establish leadership and help recruit top talent. They align culture, success and the brand. They set benchmarks and create annual reports to measure future progress. They are, in short, far more than the award itself.

At Boilingpoint, we're proud to work with industry leaders. We're even more proud that we've helped to tell their story with winning results. But winning's not the only advantage; having an awards strategy helps create a positive corporate environment, and a results focused culture.

INTELLIGENCE

Intelligence gathering means interviewing all relevant team members, gathering any prior submissions and doing general research on the company, the industry and the award program itself. We leave no stone unturned.

WRITING

Awards submissions need to tell a story, so it's important to have someone who knows how to tell yours. We do.

REPORT & RECOMMENDATIONS

Whether or not an award is won, the submission itself (and the discovery process that goes into it) is an invaluable piece of information. It's an informal annual report, and (if the win was elusive) it can paint a roadmap for successful future submissions.

A company can be doing everything right, but if they can't figure out how to tell their story, they simply won't see the recognition they might very likely deserve. Beyond that, corporate awards are more than just a one-off competition. They present the opportunity to raise your profile, attract talent, establish topic expertise, increase sales and so much more.

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AWARD IDENTIFICATION

Whether you come to us with a particular award in mind or not, we compile a comprehensive list of potential awards in-line with your strengths and focus.

LAYOUT & DESIGN

While not every submission allows a beyond basic presentation, those that do represent a frequently missed opportunity. We take every opportunity to present something more than just professional - something compelling.

MEDIA FOLLOW-THROUGH

Many awards programs have media partners, whom we work with to make sure that wins and rankings are fully leveraged. That coverage is, however, just the beginning, and can roll forward into our thought leadership program.

INTEGRATED CONTENT MANAGEMENT & PRODUCTION

Earned media is wonderful, but it's far from the only way to connect with an audience. When it comes to making an impact, owned media is one of the most powerful tools in the arsenal.

The quip that 'content is king' is clichéd because it's true. But there's a big asterisk next to that. Content needs to fall into a sweet spot of delivering value an audience wants, when they want it, how they want it. People are so used to being shouted at from every angle, from mainstream media, to advertising, to blogs and social media, all on blast 24/7, that getting a word in edgewise becomes a frankly herculean task. Unless you can find that sweet spot, you don't really stand a chance.

At Boilingpoint, we're experts at content.

No matter what we're working with you on, you can always be sure that we are dedicated to providing top quality content for every venue. It is the foundation upon which any other initiative is built; it is both the support framework and the final flourish.

CONTENT STRATEGY & MANAGEMENT

Good content isn't random. This means it needs to be strategic, consistent and engaged, so we make sure that's what it is. We base everything we do in solid audience research, whether it's a postcard, media kit, whitepaper or website, so that we know how to get your message striking a chord - online and off.

COMMUNICATIONS TOOLS

Internal brand consistency often gets overlooked, but that's a mistake. If your company's not aligned internally to your messaging, you're standing on shaky ground. We make sure your internal tools are up to the same standard as what you're putting out to the public. Trust us, you'll be stronger for it.

CONTENT-LED MARKETING MIX

Your content doesn't exist in a vacuum, so we ensure that whatever else you've got going on is consistent with the message you're putting out. Authenticity is important, and dissonance doesn't play into that picture.

BLOG, SOCIAL & VIDEO

The tip of the iceberg, these pieces are what greet the public eye, so they'd better be stellar and easy to find (SEO/SMM). With our help, they should be.

A content strategy can seem overwhelming at first. There are a lot of moving pieces and a lot of creativity required. What we do is make it easy for you.

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