

*The Console is a unique offering from UK Policy Group that combines political intelligence, media intelligence, campaign-style tactics, research, and communications to help companies stay ahead of the everchanging political-economic climate.*

## **At The Heart Of UK Policy Group's Offering Is Its Media Intelligence Operation:**

UKPG can provide your organization with comprehensive media monitoring services focused on alerting you to developing news stories and issues. Modelled after political campaign "war rooms," this monitoring includes print and online sources, national and local TV, and relevant social media. Our 24-hour war room offers the flexibility and dynamism necessary for robust intelligence gathering, in real time or in aggregate, faster and more comprehensive than automated services. Under our system, you will be automatically notified via e-mailed news alerts and can also log into an online dashboard to view all of the news in one convenient location. This platform, The UKPG Console, revolutionizes the way media monitoring is conducted, while also providing a research platform and metrics tracker.

The Console is a personalized interface populated with curated and produced content. This dynamic portal has all of the information that your team needs to make informed and efficient decisions, without any undue noise. From your computer or phone, you will have access to the most recent news which you'll be able to filter by date, content type and subject matter. Furthermore, The Console includes a powerful search function that will enable your team to quickly find stories about specific issues or sources. This makes it easier not only to find old stories, but to conduct research, track metrics like sentiment, and identify reporting trends; these

stories are always readily available, as the Console serves as a permanent repository for articles. These are paired with human analysis to provide an outside perspective or context. Our system will keep your organization ahead of public crises and track the public response to your organization's actions.

The Console can keep you teams abreast of developments and crises as they relate directly to your company, to a specific issue, or to wider sector or industry. The latter of these, exemplified on the next page with our Brexit Console, covers a broad array of the most pertinent news about full economic sectors. These Consoles are designed to be comprehensive enough to cover the full sector, while also being nuanced enough to fully cover the issues you care about.

## **For Inquiries About UK Policy Group and The Console, Please Contact:**



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# Brexit | Issues Console

With sprawling negotiations, intense political and diplomatic back-and-forth, and consequences that could change industries and shape the future of a continent, there's no issue that better demonstrates the need for a different kind of media intelligence than Brexit.

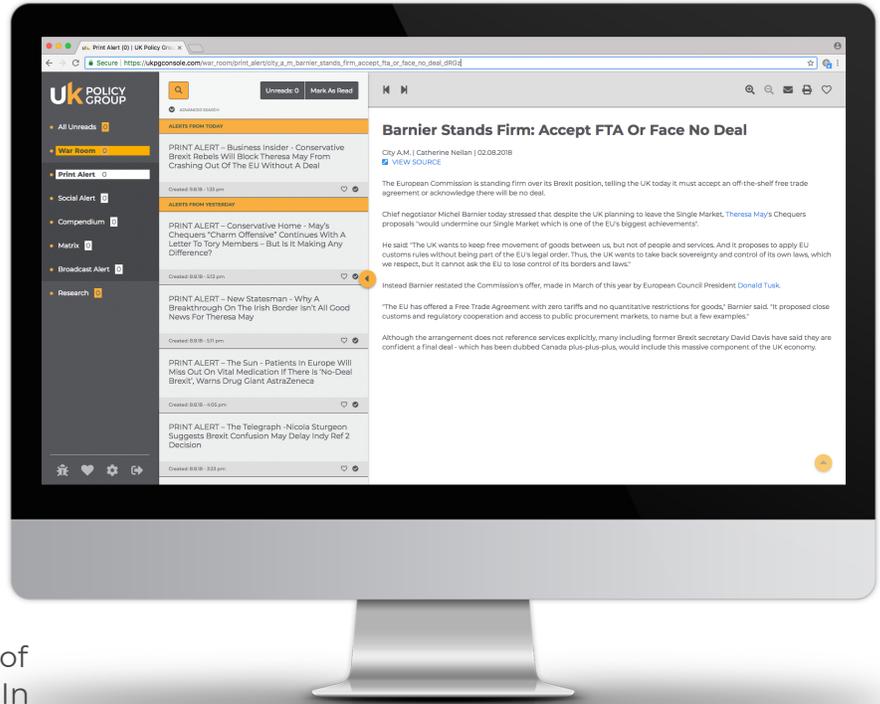
With the UK on course to leave the European Union in March 2019, the sheer volume of breaking news, analysis, policy and commentary is set to overwhelm all but the most advanced media intelligence operations.

Staying one step ahead of these complex negotiations, with the regulatory, political, diplomatic and economic ramifications they entail, is perhaps the most complex task facing decision makers today.

This is where the power and dexterity of the UKPG system becomes apparent. In both London and Washington, analysts with a broad range of business, political, governmental and parliamentary experience, are watching print, online, broadcast, and social news media for the insights and analysis crucial to our clients' decision making. These analysts have their eyes on the issues at all hours of the day, but also stand ready to work with your teams on specialized requests as they arise.

This transatlantic approach spans time zones, political and legal jurisdictions, and media markets, yielding a breadth of coverage and analytical depth unavailable anywhere else.

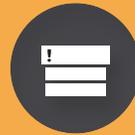
From high level negotiations in Brussels or the latest in British politics, our team will be watching, digesting and delivering the relevant news to our clients. Whether a comprehensive free trade agreement between the UK and the EU is struck, or the Britain leaves without any deal at all, UKPG will be ready to arm our clients with the news and intelligence they need to adapt, survive and thrive.



**Email Alerts**



**Powerful Search**



**Content Organized  
and in One Place**



**TV**

# Pricing

Access to a UKPG sector-based Console follows a per-user subscription model, with the first five users costing a set fee, plus an added cost for each additional user. This will give each user access to The Console, as well as email alerts in their inboxes in the form of both clips in the morning and rapid response alerts through the day.

## **The access fee for each UKPG sector console is:**

1. A monthly fee of £2,000 for the first five (5) users.
2. An additional monthly fee of £250 for each subsequent user.