

# **Jonathan Priest**

## **Creative Writer**

solutions@creative-writer.com

**when you need to promote products,  
motivate employees, inspire audiences  
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T: 020 8767 0811

M: 07973 406417

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**CREATIVE WRITING SERVICES**

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- ◆ Video Scripts - Drama and Documentary
- ◆ Staff Recruitment and Training
- ◆ Online User Engagement
- ◆ Brochures, Direct Mail & Newsletters
- ◆ Speech Writing & Speaker Training
- ◆ Web Sites and Content Management
- ◆ Proposals and Pitches
- ◆ Off-camera interviews, also in French

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**INDUSTRY FOCUS**

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- ◆ Medicine, Pharmaceuticals & Healthcare
- ◆ Computers, IT & Telecommunications
- ◆ Insurance, Financial Services & Compliance
- ◆ Security and Anti-terrorism
- ◆ Petrochemicals, Automotive & Manufacturing
- ◆ Road, Rail & Air Transport
- ◆ Government Public Relations

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**CREDENTIALS**

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- ◆ Science Graduate, Teacher, Trainer, French Speaker
- ◆ Over 600 projects for Government & Industry
- ◆ Experience with over 125 client organisations
- ◆ Fellow and former Director of The International Visual Communication Association (IVCA)
- ◆ 45 National and International Awards

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**VIDEO SCRIPTS**

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**Sales & Marketing - Internal Communication – Public Relations - Education**

I write drama, documentary and presenter-led formats and conduct any off-camera interviews. My scriptwriting has helped to generate 45 international awards.

**◆ You be the Judge**

The Criminal Justice Reform Directorate, part of the Ministry of Justice, runs a programme called You be the Judge. It's designed to increase public awareness about criminal sentencing policy and explains how judges and magistrates decide the most appropriate sentence in criminal cases. I scripted four courtroom scenarios based on cases provided by the MoJ. To find out more about the project and the creative challenges it presented, click here. To try your hand at being a judge, go straight to the MoJ website:

<http://ybtj.cjsonline.gov.uk/>

**◆ Foster + Partners – Central Markets Kazakhstan, Masdar Abu Dhabi**

A video to be used as part of a presentation to the President of Kazakhstan to demonstrate the concept for a large retail and residential development in the new capital Astana. It uses CGI and model shots combined with library material. Masdar will be an amazing walled city planned for Abu Dhabi that will accommodate a unique community dedicated to find the energy solutions of tomorrow. (The Bank)

**◆ European Climate Change Foundation – Interviews in French**

When President Nicholas Sarkozy took over the EU presidency in July 2008 one of his first acts was to bring together the European energy and environment ministers. I co-directed the video for this event. I conducted all the interviews in French including with Henri Proglio, former CEO of Veolia and now EDF, Denis Hennequin, President of McDonalds Europe and Nicolas Hulot, France's answer to David Attenborough. I also supervised the edit and subtitling. (Brandcast Media)

**◆ South West Trains – Right Time Railway**

This video was aimed at the staff of SWT and Network Rail to encourage them to keep up the good work. (Jacaranda)

**◆ Prostate Disease - NHS**

A nationwide project has been launched to enable patients with prostate cancer and benign prostatic hyperplasia (BPH) to make the right treatment choices for them. I wrote both programmes and directed the interviews with the doctors and patients. (Pukka Films)

**◆ Ferring Pharmaceuticals – Medicine on the body's own terms**

Ferring is a privately owned pharmaceutical company that specialises in peptide drugs and other specialist medicines. This video describes the company's history and development and is aimed at, among others, graduates and potential research partners. (House Media)

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## SPEECHES & SPEAKER TRAINING

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### Conferences – Seminars - Press & Product Launches

From writing speeches and presentations, PowerPoint decks, speaker training as well as handouts and invites, I provide a one-stop-shop for all the words and creative input you need for a successful event. Clients include Yorkshire Building Society, Pfizer, Microsoft UK, and RW Baird. The Yorkshire Building Society Roadshow won IVCA Gold 2004 for live events.

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## INTERACTIVE LEARNING

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For large and complex communication projects such as the one I recently undertook for Pfizer, a CD-ROM is the best approach. But they should not be undertaken lightly. Success lies in the detailed planning and preparation, without which the project is very likely to go over time and over budget.

- ◆ **International Maritime Organization - Port Facility Security Officer Training**  
Since 9/11 ports are now a prime target for terrorist attack. The International Maritime Organisation has responded with major enhancements to ship and port security, including the obligatory appointment of security officers. This seven part training CD-ROM covers every aspect of port security from risk assessment to communications and will be used by ports worldwide to train their staff. 10 international awards (Videotel Maritime)
- ◆ **London Buses – Driver Training**  
Recently completed a pilot for a series of kiosk delivered DVD training programmes for drivers and conductors that will enable them to achieve a specially designed BTEC Award. This has been very well received by new and experienced drivers and I look forward to completing the series. (Merlin)

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## STAFF AND MANAGEMENT TRAINING

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### Video & Training Seminars

Training is a large element of my work, whether it's developing training seminars for live events or writing videos and interactive DVD presentations. Within the last year or so, I have been developing training programmes for First Great Western, Royal & Sun Alliance, London Buses and the Fire Prevention Association.

- ◆ **Network Rail – SafetyNet**  
A presenter-led quarterly magazine programme to promote the importance of track safety. Aimed at track workers, the video covers topical issues and provide information about the latest safety and equipment improvements. (1871 Productions)
- ◆ **Lloyds TSB – ‘Stemming the Tide’ and ‘Don’t let them get away with it’**

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Training dramas to encourage account managers to be vigilant about various types of fraud and criminal activity including identity theft, VAT carousel fraud, money laundering, people and arms trafficking and smuggling. 2006 intermedia-globe Grand Award, 2006 intermedia-globe Gold Award (Orchard Communications)

- ◆ **The Standards Board for England – ‘A Code for You’ and ‘Revised Code of Conduct’**  
The Standards Board is responsible for policing local government, making sure that councillors abide by the Code of Conduct and advising Monitoring Officers, the council's legal representatives, on how to deal with any breaches. I have now written three substantial training dramas for The Standards Board, the first of which won Silver, New York Film and TV Festival. (Jacaranda)
- ◆ **Baird Europe Capital Markets**  
When U.S. investment bank Robert W. Baird bought Granville Bank, they needed to ramp up their personnel quickly and get them in tune with the organisation's objectives for rapid growth. With so many people joining the company they required an induction course to get new recruits up to speed quickly. I devised and staged these one day events with very positive feedback. (Impressions)

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#### COMMUNICATIONS FOR SME & SOLE TRADERS

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I offer a complete copywriting design and production service to meet the marketing needs of SMEs. I will help you to establish a coherent brand identity with compelling content based on a strong business proposition. Thereafter, I supervise design and production of a website and product literature. Here is my latest production: <http://www.ridethestorm.co.uk>

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#### CAREER OUTLINE

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- ◆ BSc Special (Honours) Zoology (London University)
- ◆ Head of Biology - Lycée Français de Londres, South Kensington
- ◆ Lecturer in Zoology - South London College
- ◆ Part time diploma in animation - Central School of Art & Design

Held the following positions before going freelance:

Medi-Cine - Animation storyboards & research (1 yr)

Central Office of Information – Researcher/Scriptwriter for science TV series (1 yr)

Dragon Communications – Researcher/Scriptwriter medical educational videos (6 yrs)

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Interests – Science & technology, C20 classical music & painting, screen writing, French language and literature, cooking and horse riding.

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#### INTERNATIONAL VISUAL COMMUNICATION ASSOCIATION (IVCA)

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IVCA represents the visual communications industry. I was elected its first freelance Director, serving from 1992 to 1996. I helped to introduce the IVCA Code of Ethics and worked on a variety of industry initiatives. For four years, I have chaired the Best Director panel for the IVCA Awards. In 2005 I was made a Fellow when I received the Career in Industry Award for “*an outstanding contribution to corporate communication*”.

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#### DIVERSE INDUSTRY AND GOVERNMENT EXPERIENCE

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Abbey National \* Advertising Association \* Associated Press Television News \* Arthur D. Little \* BAA \* Barratt \* British Airways \* Bordeaux & Beyond \* British Aerospace \* British Rail \* British Telecom \* British Gas \* GlaxoSmithKline \* British Petroleum \* Burger King \* Cabinet Office \* Central Office of Information \* Central Statistical Office \* Codemasters \* Data Protection Agency \* Department of Health \* DOCET \* EPSRC \* Ernst & Young \* Esso \* Ferring \* Fire Protection Association \* Fisons \* Foster + Partners \* Foreign & Commonwealth Office \* GlaxoSmithKline \* Ferring Pharmaceuticals \* First Great Western \* HM Prison Service \* HBOS \* Hewlett Packard \* Honda UK \* Iceland Foods \* International Maritime Organization \* Inter-Continental Hotels \* Intel Corporation \* Janssen-Cilag \* KPMG \* Knowledge Exchange \* Liverpool Victoria \* London Buses \* Lloyds TSB \* Magex \* Merrill Lynch \* M2 Training \* Metro \* Metropolitan Police \* Microsoft \* Midland Bank \* Ministry of Defence \* Ministry of Justice \* MK Electrics \* Mobil \* National Savings \* Nationwide \* NatWest \* Network Rail \* Nissan \* Nokia Siemens Networks \* Norman Foster Partnership \* Nortel Networks \* O2 \* Peugeot \* Pfizer \* Philips Telecom \* PWC \* Procter & Gamble \* Renault UK \* Renaissance \* R W Baird \* Royal Bank of Scotland \* Royal & Sun Alliance \* Saudi Aramco \* Sanofi Aventis \* Shell \* Siemens \* South West Trains \* Standards Board for England \* The Daily Telegraph \* Tenneco Automotive \* Toyota \* UNIDO \* UK Police \* Visa International \* Yorkshire Building Society \* Vauxhall Motors

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#### TESTIMONIALS

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##### **David Holmes - Communications Manager, Yorkshire Building Society**

The first rehearsal went very well on Wednesday. We have only made small changes to your excellently crafted words and all the General Managers are very appreciative of having such good lines to deliver!

##### **John Plews, Managing Director, Ovation Events**

Many thanks for your contribution on our recent production for the Yorkshire Building Society. You captured exactly the right level for the occasion. As you will see from the enclosed comments, the client was delighted and considered the road-shows an outstanding success. Ovation has a very happy client and a strong event to enter in next year's IVCA Awards.

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**Christophe Stourton - Director, Catalysm Purple**

Jonathan, Just a quick note to thank you for your carefully constructed concepts and words for the Tax Tools Video. The end result is something that we had not planned, but I am convinced that in it's first generation we had answered their brief - and to a certain extent their prayers!

**Chris Hollis, Director, Dynamic Solutions**

Thank you for all your hard work, inspiration, co-operation, dedication and patience in overseeing the DSL brochure.

**Mary O'Hagan - CEO Vivace**

The Road show went down very well, exhausting but good fun, well if you like that kind of thing. Thank you for all your hard work on the videos which were very well received – too well in fact. Many of the speakers remarked that once people had seen the videos there was no need for them to present at all.

**Alexia Demetriou, HR Manager - R. W. Baird**

Jonathan assisted us devise and run a highly successful induction course which was well received by the attendees. He and Karen Anders from Impressions worked on both the content and the production, including helping with the formulation of the presentations, coaching speakers, suggestions for group activities and technical wizardry that gave an in-house course a really professional edge!

**Caroline Horner, Head of Brand & Communications, Magex**

Just a short note to say thank you for all the time and effort you put into helping us clarify our messaging for the Magex launch. Your patience and skill are truly remarkable. Thank you too for the support and kindness you have offered over the last few weeks. May Magex be the success we have all worked for it to be.

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