



# Alastair Campbell

Former Director of Communications and Strategy for Tony Blair



## CSA CELEBRITY SPEAKERS

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.

**"Controversial, thought-provoking and highly entertaining."**

### 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.

### Topics

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

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### 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



Alastair gave a good, solid performance, with excellent content and went down extremely well with the audience - National Pension Fund

