

LIFECYCLE **AUDIO** **INNOVATORS** **GROUP**



DRIVING ENGAGEMENT THROUGH AUDIO ON DEMAND SOLUTIONS

WHAT IS THE **LAIG** ?

A strategic innovators group, committed to developing and implementing engaging and empowering corporate podcasts and audio on demand solutions for businesses and organisations.

OUR **PURPOSE** :

To improve the Mental Health, Wellbeing and Resilience levels of UK based organisations and their employees through the provision of engaging, accessible and bi-directional audio content, leading to a reduced reliance on screen based media.





WHO IS IT FOR ?

C-Suite members and Senior Level Managers of businesses and organisations who understand and appreciate their 'Duty of Care' toward Mental Health and Wellbeing and who are committed to finding new, innovative ways to boost internal and external engagement through Audio On Demand communications.

A close-up photograph of a man with a beard and balding head, wearing large black headphones. He is looking directly at the camera with a serious expression. In front of him is a professional microphone with a black pop filter. The background is dimly lit and shows some framed pictures on a wall.

WHO HEADS IT UP?

Rob Edwards (aka Rob Mitchell-James) is a Qualified Mental Health First Aid Instructor, a Public Speaker, a Professional Actor and Voice Over Artist and the founder of LIFECYCLE COACHING and LIFECYCLE AUDIO.

With over 20 years C-Suite level experience with some of the UK's leading Tech, Creative and Content creation businesses and an intimate knowledge of Workplace Mental Health and Emotional Wellbeing combined with notable TV, Radio and TED Talk credits, Rob is incredibly passionate about effective communication and uniquely positioned to drive this agenda forwards.

THE **WHY** ?

Written content requires us to **SIT** and read

Video content requires us to **SIT** and watch

Audio On Demand allows us to **MOVE**

THE COMMITMENT?

As the title suggests **LAIG** is an innovation group ready to push corporate communications, engagement, health and wellbeing in a new and exciting direction.

We are committed to a programme of regular Podcasts and Interactive Webinars and we would love you to be involved, commencing September 2020.

We won't expect you to be present for all events but in our experience, innovation comes from engagement.

If you are up for it, we ask for an open mind, a positive outlook and a willingness to experiment. These are the things that make a difference.



A man with dark hair, wearing large black headphones, is leaning forward with his hands clasped, looking intently at a silver laptop. The background is blurred, showing what appears to be a modern office or lounge with warm lighting and other people in the distance.

THE **WHAT NEXT** AND **WHEN?**

LAIG will be welcoming new members from 1st September 2020 and our Podcast and Interactive Webinar Programme will commence shortly after that. There are 2 options available:

LAIG INNOVATOR :

LAIG FOLLOWER :

THE OPTIONS

LAIG INNOVATOR :

Help to steer the future focus and direction corporate audio

Contribute to regular monthly LAIG Webinars

Contribute to bi-weekly LAIG Podcasts

Receive the following services from LIFECYCLE AUDIO :

- 1 Hour Audio Strategy and Planning Session per month
- 1 Hour Audio Creative Session per month
- 30 min Pre-Production Session per month
- 30 min Podcast production for your company per month
- Distribution, Analysis and Feedback per month upto 100 users
- Discounted rates on future LIFECYCLE AUDIO services

LAIG FOLLOWER :

Access to regular monthly LAIG Webinars

Access to bi-weekly LAIG Podcasts

SO WHICH ONE ARE YOU ?



HOW DOES THAT SOUND ?

If you are interested in becoming part of the **LAIG** we would love to talk to you. Please contact us with your thoughts and ideas and we'll run through the options:

WWW.LIFECYCLEAUDIO.COM

+44 (0) 7947 171 618

Rob@lifecycleaudio.com