



## Mr Bobby A. Syed

Nationality: British

TV/Film Producer

Communication, Marketing & Brand Consultant

Cultural/Diversity Intelligence Consultant

MA Area Studies (Major: Politics)

(School of Oriental & African Studies, University of London)

BA (Hons) Peace & Conflict Studies (University of Bradford)

BSc (Diploma) Social Science (University of South Bank)

Fellow of the Royal Society of Arts

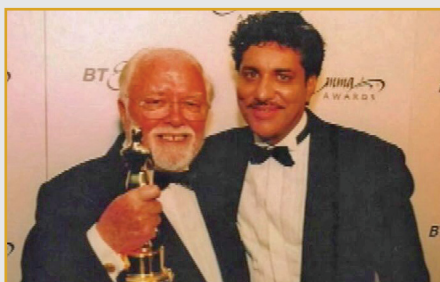
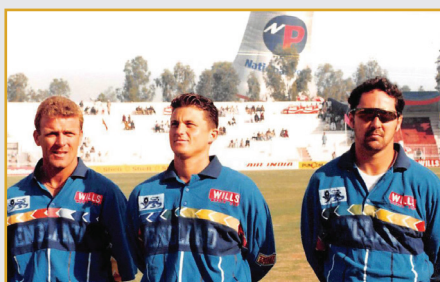
Mr Bobby A. Syed has more than 30 years' experience, in the Media Industry, from Saatchi & Saatchi to forming EMMA in 1997, which was the catalyst to Britain's cultural renaissance. As a pioneer and innovator, displaying progressive leadership skills, through many communication strategies, creating the EMMA Award show on BBC & ITV, which helped brand Britain as this truly multicultural society. This led to UK winning the London Olympic bid, through 'Multicultural' branding. He also helped to define the creative industry, with the first ever creative industry awards ceremony, in 1998. This unique PR/Marketing campaign, helped to highlight the importance towards inclusion, which creates better business; This industrial sector had fed off the old Middle England identity, whereby excluding all Minorities, who defined modern Britain with their Metropolitan to Cosmopolitan lifestyle, considering that UK's Minorities has 250 years of colonial history.

In 2000, Nelson Mandela had flown over especially, after his retirement as the South African President to receive his "EMMA Lifetime Achievement Award". This stands, as his first award, since retiring. He had referred to Mr Syed, at this private ceremony, at the South African High Commission, as 'Mr Multicultural' for his outstanding initiatives. Mr. Mandela has been proven right as shown by Mr Syed's distinguished career, that focused on promoting Multiculturalism, away from the previous ghettoised image; that many Ethnic Minorities were subjected to, in a society which was class ridden from 1950s to possibly the 1990s.

Mr Syed was the first to honour Doreen Lawrence for her continual struggle over Steven Lawrence racist death; she was one of the EMMA Awards recipients in 1999, prior to her becoming a Baroness in 2013. This had helped everyone to acknowledge, the realities behind Institutional Racism. This has now led to The Prime Minister, Theresa May, in 2018 announcing an annual "Steven Lawrence Day" to form a commemoration that highlighted their undeniable need for appreciating Diversity within their Multicultural society, which Mr Syed had tirelessly campaigned for since starting EMMA in 1997, which was a self-funded endeavour. His own legacy succeeded in creating a Multicultural England cricket by giving an EMMA Award to Nasser Hussain in 2002 to them now winning the 2019 word cup.

As the EMMA founder, he formulated strategy, PR campaigns, Marketing campaigns, Advertising campaigns, Lobbying campaign, Event organising, Media Relation, Fundraising, TV Production, Film Producer, Branding, Web Development, Social Media, Exhibition and Conference Planning and Consultancy in the Cross-Cultural business sector – for his Governmental and Corporate clients. His work not only includes Environment, Sustainable and Good Governance (ESG) but also he is a trained journalist, who foresaw that 1 in 6 jobs in the UK (2017) will be based in the Creative Industry sector that has led to £8.5 million generated each hour, employing 2 million people – ultimately creativity defines one's cultural identity.





## Academic Background

He is an accomplished academic from three major UK institutions, with Degree's and a Masters, spanning from South Bank University, and pioneered a successful student social Inclusion society, plus active on the Student Union constitutional committee. He went on to Bradford University, became Student Union Executive Officer, and tackled issues around the Salman Rushdie 'Satanic Verses' controversy in 1988. He went on to organize a major conference to celebrate the Intermediate-Range Nuclear Forces (INF) Treaty, alongside the visiting American and Soviet students in 1989. He did his Masters at the School of Oriental & African Studies (University of London), and was appointed the postgraduate media officer; he also went on to set up SOAS's International Diplomatic Training School.

His leadership skills were formed at an early stage, when becoming the President of the Student Union in 1982, at Vauxhall College. This allowed him to build ideas, promoting Multiculturalism, and to organize fundraising events for the Anti-Slavery society. He visited the Afghanistan region, during the height of the cold war to conduct research, for his university dissertation that allowed him to successfully predict the outcome of a Soviet withdrawal as documented in the press.

As a British Muslim and a Communication Consultant he has helped shape many institutions. He did successfully pioneer, with a group of Diplomats from Thailand, "The International Diplomatic Training School", at the School of Oriental & African Studies (University of London) in 1991/2. Responsibilities included lecturing, research, diplomatic liaison, course marketing and its strategic planning. With his unique media skills, he helped SOAS to set-up their PR office. He went on to work for Saatchi & Saatchi in 1992 on their Corporate & Governmental Accounts for many years. Becoming the first Ethnic Minority Account Manager; working in their PR/Lobbying & Marketing division (The Rowland Company) alongside one of the Directors who is now Rt. Hon John Bercow MP, (Speaker of the House of Commons – since June 2009) hence symbolising Saatchi's great successes.

## Corporate & Governmental Background

From his successful Academic & Corporate Media background, he has worked & advised many Governments & Corporates. From the governments of Pakistan, India, Nepal, Sri Lanka, to SOAS (University of London), University of Kingston, World Cup Cricket 1996, Commonwealth Memorial Gates, House of Commons Breakfast Club, Yusuf Islam (Cat Stevens), Sunrise Radio, National Power, British Council, Noon Products, British Telecom, BBC, ITV, NatWest, UBS, The Guardian, London Development Authority, UK Film Council, Channel 4, Mexican Tourism Board, The Voice Newspaper, Department for Trade & Industry (DTI), Foreign & Commonwealth Office, Commission for Racial Equality, London First, University of South Bank, Mosaic (HRH The Prince of Wales), Institute of Directors to name a few.

The EMMAs attracted leading personalities including Lord Coe, Cherie Blair, Tessa Jowell, Ken Livingstone, Lord Hague who were heavily involved in the London 2012 Olympic bid. The EMMAs celebrated many Humanitarian achievements, from Nelson Mandela, Maya Angelou, Muhammad Ali, Ray Charles, Lord Attenborough, and the legacies of Martin Luther King, Mahatma Gandhi, Bruce Lee. EMMA is apolitical and areligious aiming to promote Sustainability. This was regularly attended by over 50 Ambassadors, Senior Politicians, Global Celebrities and Major Corporations who understood Sustainability through Multiculturalism.

EMMA's success had equally pioneered the Cultural & Diversity Intelligence concept as recognised in 2004, regarding cross-cultural competence. EMMA recognized that the Creative Industry, defined our cultural evolution, whereby organisations employees need to reflect their diverse consumers and community. Successful organisations have understood this, hence the growing IT revolution, leading to the growth of Social Media. EMMA Empowered the work force hence increased their productivity through Equality there by increasing our GDP growth.

Rt. Hon William Hague MP, the Secretary of State for Foreign and Commonwealth Affairs, was totally gracious in his acknowledgment of Mr Syed's longstanding Olympic vision at Lancaster House reception, on 11th August 2012, during the 'London Multicultural Olympics' as "The catalyst to all that has happened" when considering he worked on this since 1997 to promote Britain as being Multicultural.

EMMA success for the Multicultural London Olympic was symbolised by 70,000 volunteering Game Makers, predominantly Ethnic Minorities, displaying Britain as a Multicultural society. As stated by Mr Syed on BBC1, Politics Show, in 2004 prior to winning the Olympic bid: "Britain would attract far more support and tourism if it promoted itself as Multicultural". This was proven right with the Office of National Statistics showing a large 12% growth in Tourism, since the "London Olympics", adding £3.37 billion in UK revenue, alongside foreign investment that was much needed, after 2008 global economic crash that led to the Brexit crisis.

Later on Ed Vaizey MP, The Minister for Culture, Communications and Creative Industry, invited Mr Syed to be a member of The Diversity Round Table team. To advise on 'Project Diamond', and to highlight the failures of the past, regarding the many invisible minorities who were regularly ignored by the Media Industry which is now known as 'Diversity Gas-lighting' that has also contributed to discrimination.

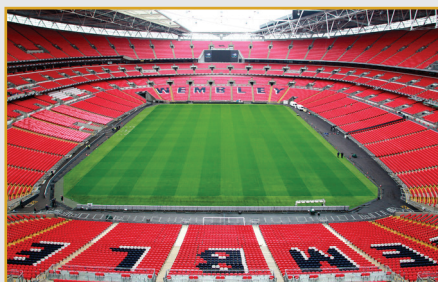
## Social Campaigning Background

Mr Syed has clearly distinguished himself through Social Campaigning for many years, for example, during his tenure as The President of South Asian Forum, at University of London, he was the first to raise independent funds for Imran Khan (currently Pakistan PM) Cancer Appeal in June 1992 with TV coverage. Imran did say, "I'd like to thank the students of the University of London, the South Asia Forum and Mr Fida Ayyub Syed (Bobby) for all their worthy endeavors". This campaign was supported by the late Lady Diana Spencer who visited Pakistan on many occasions, and was involved with the Royal Marsden as President from 1989. Equally, Mr Syed got involved in Islamic Finance (1996) through the National Power development of their power plant (Hubco), he also launched the Muslim Council of Britain (MCB) which was inaugurated on the 23 November 1997.

Mr Syed was entrusted by Yusuf Islam (Cat Stevens) to launch his very first major Album since retiring, entitled "I Have No Cannons That Roar", through a PR Campaign in 1997. This major charity campaign aimed to support the Bosnian Muslims who had suffered a horrible genocide (1992-95 civil war) with the perpetrators of War Crimes, have since been imprisoned.

During his career he has successfully conducted high profile Ad campaign highlighting dangerous Far-Right politics; during the 2010 UK general elections,





after their subsequent success in the European Election. These Ads, designed by colleagues at Saatchi & Saatchi were recognised by the Global advertising Industry, as one of the best Ads, during the whole year of 2010 - attracting global media coverage as far away as Australia during the campaign.

Mr Syed has undertaken Lobbying, PR & Marketing, and Advertising campaigns to promote 'Social Cohesion'; organizing a conference at the University of London after the 2011 London Riots. This conference gathered a distinguished panel of guests that included Tony Benn, Darcus Howe, Alan Yentob, Simon Hughes MP, Keith Vaz MP, Prof Paul Rogers and Nirj Deva MEP to name a few, this was chaired by Rageh Omar and Mr Syed to support the 2012 Olympics. The 2012 Olympics opening ceremony recreated EMMAs Multicultural successes, with the many EMMA winners, carrying the Olympic flag to underline EMMAs message.

Spearheaded a lobbying campaign for the 100 year commemoration ceremonies held in August 2014 where the UK media, establishment, and exhibitors to recognize the one million Commonwealth Soldiers, who fought during the First World War. To highlight their sacrifices to fight tribalism, racism, extremism and fascism as symbolized by Far Right politic that has previously promoted conflict.

In 2018, Mr Syed had supported the pioneering work of The Duke and Duchess of Cambridge and Duke of Sussex, to tackle the stigma around 'Mental Health' through a hard hitting Ad campaign that was developed with the help of colleagues at Ogilvy & Mather highlighting 'suicide' as a consequence of untreated Mental Health for men who're less than 45 years old to tackle problems at an early stage.

Present projects include, plans to hold an England XI v World XI, charitable Football match at Wembley Stadium. This will be to benefit The Royal Marsden, with HRH Prince William as their President, who has already kindly endorsed Mr Syed Multicultural Football initiatives on 20 March 2019. HRH is also the President of the Football Association, with The English Premier League being the largest league in the world, with leading clubs attracting over 70 million viewers for their many matches. EMMAs many Multicultural initiatives, to promote Creative Industry to attract foreign investment, and expand tourism in different regions around the world. Mr Syed is also in development of a Second World War film that documents real life events through the hardship of a family during the war, the film title is "Fatherland" and equally explores the attributes of our Multicultural existence.



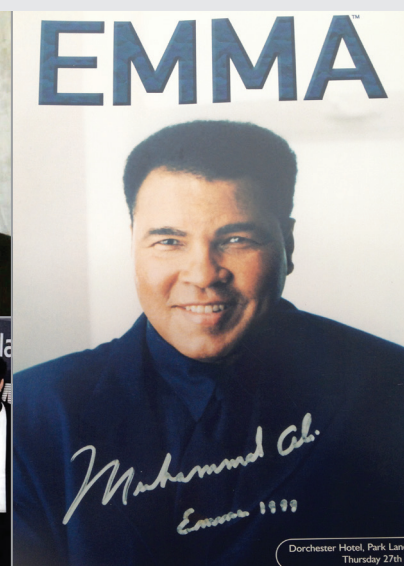
## Skill Base

As a visionary, with a forward thinking approach, he is a problem solver, creative and result oriented who has propelled so many organizations and countries towards their goals, aiming for a better image with commercial success. This has not only helped toward Multilateral trade, but increased Global Market share, for customers own products and services. He has propelled the human factors in social economics , through his various PR, Marketing & Ad campaign, TV Production, brand building, integrated marketing, sustainability (ESG) to a cross- Cultural communications that has led him to organize a Cultural event at the Royal Albert Hall for a major Government & Corporate client from South Asia – to promote economic trade within the region to avert any future nuclear war. As Britain discovered in its numerous European wars for centuries, communication and Multiculturalism, is the key to better trade and building a talented work force.

## Working Activities/Background

Mr Syed activities, indicates a broader spread of understanding of Governmental and Corporates challenges in the 21st Century. He has had 3 years of Military training with the Royal Artillery, won photographic award, trained as a commercial Photographer and Technician. Has successfully, built his family perfume business, previously situated around the present Olympic Park (Stratford). A previous member of The Institute of Public Relations; Fellow, Royal Society of Arts, qualified Scuba Diver, Horse Rider, Visionary Award winner and an honorary Calgarian after receiving a White Hat, for his outstanding achievement as a pioneering visionary towards real sustainability that was presented by Mrs Canada in Calgary, 2019.

He has met many iconic figures in his lifetime, with many sadly now passed away, however they have all endorsed him and his pioneering work. This underlines Mr Syed's very impressive credentials, with a distinctive vision, and foresight, that has helped to shape our modern world, single handily, for the better. He has proven to be a self-motivator, and altruistically awarded others for their contributions. This helped open-up the closed Media industry, to more Ethnic Minorities, who without his pioneering contribution would still be experiencing this covert discrimination. However, it has been noted that more needs to be done, to promote a fairer society, within the organizations that have not adapted to the changing global consumer market. The Social Media success proved that Mr Syed's Multicultural vision was correct in today's global community that realises on e-commerce trade globally.



Dorchester Hotel, Park Lane  
Thursday 27th

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