



Mr Bobby A. Syed

Nationality: British

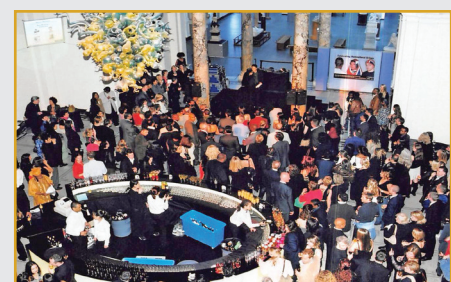
Communication & Media Consultant
Cultural/Diversity Intelligence Consultant
MA Area Studies (Major: Politics)
(School of Oriental & African Studies, University of London)
BA (Hons) Peace & Conflict Studies (University of Bradford)
BSc (Hons) Social Science (University of South Bank)
Fellow of the Royal Society of Arts

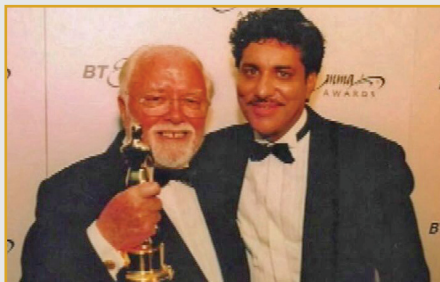
Mr Bobby A. Syed has more than 30 years' experience, in the Media Industry, from Saatchi & Saatchi to forming EMMA in 1997. As a pioneer and innovator, displayed progressive leadership skills, through many communication strategies, and creating the EMMA TV show on BBC & ITV that helped brand Britain as this truly multicultural society. That went on to win the London Olympic bid, through 'Multicultural' branding, for their global audience. He helped to define the creative industry, with the first ever creative industry awards ceremony, in 1998. This unique CSR campaigns, helped to highlight the need for inclusion, which creates better business; for this industry sector that fed off previous Middle England identity whereby excluding many Minorities from a Metropolitan to Cosmopolitan lifestyle, who defined modern Britain, as Multicultural due to their 300 years of 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, in the South African High Commission as 'Mr Multicultural' for this outstanding initiative. He has been proven right as shown throughout Mr Syed's distinguished career; taking on board, when he started, environment was hostile.

He equally honoured the continual struggle over Steven Lawrence death from racist, by giving his campaigning mother Doreen Lawrence her first ever award, recognising her own pain in 1999 prior to her becoming a Baroness. This has helped everyone to acknowledge, publically, on ITV, the realities behind institutional racism. It has led to The Prime Minister, Theresa May, announcing an annual "Steven Lawrence Day" in April 2018 as a form of commemoration to highlight our undeniable need for appreciating Diversity within Multiculturalism, which Mr Syed has campaigned for since 1997. So this day can form our national day for Multicultural unity, as shown through the EMMA Awards showcase.

Mr Syed's EMMA role, as the founder, has been to formulate strategy, PR campaigns, Marketing campaigns, Advertising campaigns, Lobbying campaigns, Event Organising, Media Relation, Fundraising, TV Production, TV & Film development, Branding, Web Development, Social Media, Exhibition and Conference Planning and Consultancy in the Cross-Cultural communication sector – for the Governmental and Corporates clients. His work not only include conflict-resolution and journalism for many UK publications, as trained by CSV, but foresaw that over 1 in 6 jobs in the UK (2017) will be based in this Creative Industry, that has led to £8.5 million, generated each hour by this sector.





Academic Background

Media Liaison Officer at University of Bradford, from Student Union Executive Officer appointment, was heavily involved in crisis management during the Salman Rushdie, Satanic Verses publication (1988). He organised a conference to celebrate 'The INF Treaty', displaying the end of the Cold War with many visiting American and Soviet students (1989). At University of South Bank, he pioneered a more inclusive Student Society to break down, racial barriers as a member of the Student Union constitutional committee. As President of the Student Union, Vauxhall College, he gained a unique understanding for promoting a 'Multicultural' environment, through sports, charity events, to promote Social Cohesion.

Mr Syed is a communication Consultant, with a sound academic background, who has helped to shape the many institution he has been involved with. He did pioneer, with Diplomats from Thailand, The International Diplomatic Training School, at School of Oriental & African Studies (University of London) in 1991/2. Responsibilities included lecturing, research, diplomatic liaison, course marketing and its strategic planning. In his postgraduate communication officer role, helped SOAS to set-up, their PR office. He went on to work for Saatchi & Saatchi on their Corporate & Governmental Accounts. Becoming the first male Ethnic Minority Account Manager; working in their PR/Lobbying & Marketing division alongside Rt. Hon John Bercow MP, (Speaker of the House of Commons – since June 2009).

Mr Syed recognised the need for 'conflict resolution', not only through a cold war environment, but from social issues around, race, class and even culture /religion.

Corporate & Governmental Background

From his distinguished Corporate Media background, at Saatchi & Saatchi, Mr Syed has worked & advised many Governments & Corporates; Pakistan, India, Nepal, Sri Lanka, 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, BT, BBC, ITV, NatWest, UBS, The Guardian, London Development Authority, UK Film Council, Channel 4, Mexican Tourism Board, The Voice Newspaper, Department for Trade & Industry, Foreign & Commonwealth Office, Commission for Racial Equality, London First, University of South Bank, Mosaic (HRH The Prince of Wales), Institute of Directors and many more.

The EMMA's high profile TV Show had attracted leading personalities to attend many events with Lord Coe, Cherie Blair, Tessa Jowell, Ken Livingstone, Lord Hague who were heavily involved in the London 2012 Olympics bid; Mr Syed celebrated the Humanitarian achievements, from Nelson Mandela, Maya Angelou, Muhammad Ali, Ray Charles, Lord Attenborough, and the legacies of Martin Luther King, Mahatma Gandhi, Bruce Lee within this show. EMMA is a-political and a-religious to promote Multiculturalism. This in turn attracted over 50 Ambassadors and Politicians, to attend this TV Awards, alongside celebrities, corporates, journalists, and the all-powerful creative industry professionals.

EMMA in 1997 as pioneers, practically formed the Cultural/Diversity Intelligence concept as recognised in 2004, regarding cross-cultural competence. EMMA knew that the Creative Industry, defined our cultural evolution, whereby organisation's employees need to reflect their diverse consumers. The successful organisations have understood this, hence a global outreach, for Diversity & Inclusion.

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 support at Lancaster House, 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. Mr Syed would love to bring the 2030 World Cup to England through his Multicultural Football campaign displaying the best of Britain.

The success of the "Multicultural" London Olympics was symbolised by these 70,000 volunteering Game Makers, predominantly Ethnic Minorities, by displaying Britain, as "Multicultural" society. As stated by Mr Syed on BBC1, Politics Show, in 2004: "Britain would attract far more tourism, if it promoted itself as a Multicultural Nation". This was proven right with the Office of National Statistic showing, large rise by 12%, since the "London Olympics", adding £3.37 billion in revenue, alongside increased global trade. This is more crucial now due to Brexit issues.

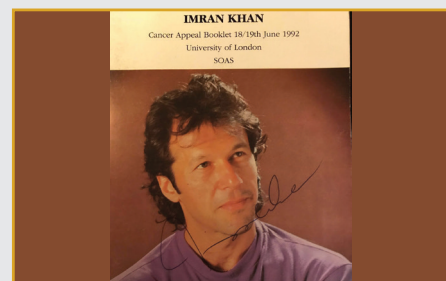
With the success of the 2012 Multicultural Olympic Games, there was a greater drive by Ed Vaizey to make the British media industry more inclusive. With this in mind, the Minister for Culture, Communications and Creative Industry, invited Mr Syed to be a member of The Diversity Round Table. To advance on 'Project Diamond', and highlight the failures, of the past – equally, highlighting the many invisible minorities that are regularly, ignored by the whole Media industry.

Social Campaigning Background

Mr Syed has distinguished himself, with Social Campaigning, for many years, for example, for Imran Khan (Pakistan, Prime Minister), to raise funds for Imran's Cancer Appeal in June 1992, as The President of South Asian Forum, in University of London. 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 endeavours". This campaign was supported by Lady Diana Spencer, who had visited Pakistan on numerous occasions, and involved with The Royal Marsden. The Shaukat Khunam Hospital provides free health care.

He was entrusted by Yusuf Islam (Cat Stevens), to launch his first major Album since retiring, entitled "I Have No Cannons That Roar", through a PR Campaign in 1997. It was for charity to support the Bosnian Muslims who had suffered a horrible genocide. The perpetrators of these War Crimes have since been imprisoned.

He also conducted, this high profile EMMA Trust Ad campaign, highlighting, growing Far-Right politics in 2010 UK general election after their subsequent success, in the European Election. These Ads by colleagues at Saatchi & Saatchi were recognised by the Global advertising Industry as one of the best Ads during the whole of 2010 - that attracted global media coverage as far as Australia.





Mr Syed through EMMA undertook Lobbying, PR & Marketing campaigns, alongside advertising to promote 'Social Cohesion'. With a conference at University of London, after the 2011 London Riots, with 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 2012 Olympic. There was a risk this could also happen during the 2012 Olympics, but national unity prevailed, due to independent initiatives by people like Mr Syed. The opening ceremony recreated EMMA's Multicultural successes, with the same EMMA winners, now carrying the Olympic flag.



Other campaigns had included, fundraising for The Anti-Slavery Society as The President of Vauxhall College, and numerous fundraising events at universities with many debates. This is relevant with modern day slavery and human trafficking on the rise. Within Britain alone it has risen by 245%, in the last five years.

He has conducted numerous lobbying campaigns, noticeably, the recognition, of the Commonwealth Soldiers, who fought during the First World War; at Commemoration ceremonies held in August 2014, so that media, establishment, and exhibitions reflect its appreciation for all these one million who sacrificed their lives for our present freedom which can repeat itself - through a growing tribalism, racism, extremism and fascism. Especially with the rise of Far Right politics.



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'. With consequence leading to increased suicide, especially amongst men less than 45yrs, with the help of colleagues at Ogilvy & Mather, through this hard hitting Ad campaign. Some reports have even equated stress to triggering Cancer issues.

The dynamic use of his campaigning skills emerged, with a National Football Team v The World XI, to raise money for HRH Prince William Cancer Charity, The Royal Marsden. He has equally focused on a conference to celebrate Multicultural Football with a possible England bid for '2030 World Cup'. He identified a need to reclaim the England flag as a symbol for the Far Right, as he did with the Union Jack, through his advertising and EMMA showcase. This is in the form of an exhibition, celebrating Multicultural history of Football and present Diversity, as seen through the English Football Team during FIFA 2018 World Cup. This was also apparent within the French National Team, who ultimately won, The World Cup. In celebration of this, his Global love for Football was used to tackle a common enemy 'Cancer', regardless of one's, race, creed or religion under this 'FCMatch' banner through the 'Finish Cancer' campaign on a global scale. So that each country, can raise awareness and funds to fight the increasing Cancer rate.



Skill Base

Mr Syed, with his own forward thinking, problem solving, creative and result oriented approach can propel many organisations towards achieving goals, and supporting its multifaceted needs in the Media and Philanthropy sectors as it's equally known through this CSR sector. It has led to the following skill base, TV Production, Brand building, Integrated Marketing, Team Leadership, Project Manager, Communications Strategy, Strategic Planning, Budget Management, Stake Holder Liaison, Conflict Resolution, to Cross-Cultural Communication and many more. As developed through his Governmental & Corporate work.

He has supported British national unity, through independent initiatives, to create a healthy economic environment alongside building political common ground.

Working Activities/Background

The broad spread of 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 at the Royal Artillery; trained by professional photographers, also won photographic prizes and worked as a Photographic Lab Technician. Had successfully, built a family perfume business, previously situated around the present Olympic Park. He was a member of The Institute of Public Relations, is a qualified Scuba Diver, Horse Rider, and has researched extensively all global conflicts, during university, that lead to his Social Cohesion work covering the many domestic social issues we face today from racism to terrorism.

He has met many iconic figures in his lifetime, with many sadly passed away, however they have all endorsed him. This not only underlines Mr Syed's very impressive credentials, with a distinctive vision, and foresight. He has already helped to shape modern Britain, single handily, for the better. He has proven to be a self-motivator, and unselfishly awarded others for their contribution. It helped to open-up the closed Media industry, to more Ethnic Minorities, who without his pioneering contribution would still be experiencing convert discrimination.

