

Speeches, bids and strategy

When it counts

Selected case studies



About these case studies

These examples are...

Selected, illustrative examples of recent work across speeches, bids and strategy. They are representative rather than exhaustive.

Why some details are anonymised

Client confidentiality is essential to how I work. All named examples have been given with client permission. In some cases names, figures or contexts are withheld while preserving the substance of the work.

How to discuss further work

If an example is relevant to your situation, I'm happy to discuss context, process and outcomes in more detail. Please [email](#) or book an [introductory call](#).

Public sector — major international bid

Role + timeframe: Bid editor, eight years writing / communication

As part of a wider regional development strategy in the Central Denmark Region, I worked with **Sport Event Denmark (SED)**, the national sports event organisation, over eight years as they harnessed the transformational power of international sports events.

For the bid editing role for the 2018 Hempel Sailing World Championships, SED needed alignment across a complex multi-stakeholder organisation. There were high reputational and financial stakes, as SED were leading and the decision to even bid came with long-term funding implications. This was a highly-sensitive document, under much scrutiny and with a fixed external deadline.

Key contributions:

- Competency and collaboration across different technical sections.
- Editorial judgement and specific inputs (e.g. communication section).
- Ensuring coherence across multiple, simultaneously rolling edits on deadline.
- Co-ordinated multilingual bid presentation announcement.

SED and stakeholders judged that the quality of the final bid and the document were significantly higher than their unsuccessful bid in 2014.



Result: Aarhus were awarded the 2018 Sailing World Championships.

I was international communications lead of the 2017 Test Event and 2018 Championships. The Hempel Sailing World Championships Aarhus 2018 in Denmark delivered a significant direct economic and global media impact according to the [Sportcal Global Sports Impact \(GSI\) Event Study](#).

"We had a great working relationship with Matthew over a long period. He always delivered - on time, on budget. He understood the role quickly, found answers and got on so well with our partners that they wanted him onboard too. Seamless editing, champagne writing!"

- Eline Andersen, Senior Communication Manager, Sport Event Denmark

Private sector — CEO support

Role + timeframe: Strategy, stakeholder, public authorities and press communications for chief executive of major public event. Three years.

I was contacted during the initial COVID-19 lockdown to help with planning for the relaunch of the event. This required drawing on a mixture of skills from my previous work as a journalist, particularly in the crisis comms strategy. This was a high-pressure, highly sensitive and high-stakes project, under much internal and public scrutiny in the lead-up to and during the event.

Key contributions:

- Drafting and working closely with CEO on all internal and external communications.
- Crisis planning and event responses in line with moving COVID-19 rules.
- Strategy and communication with other public bodies, e.g. police.
- All in-event communications.



Result:

The event was successfully relaunched in an unfamiliar time slot when restrictions COVID-19 restrictions allowed, with planning and execution uncertain until the final days. The organisation, stakeholders and public authorities were all extremely positive in the handling of the planning and handling of the event. As restrictions eased, years two and three allowed for new narratives.

“We initially worked with Matthew on our pre-event communications but it quickly became obvious that because of his experience he would be able to help us across a wider scope. It was a very complex time with a lot of moving parts and I came to trust his judgement, quick thinking under pressure, and ability to immediately work well with my whole team.”

- CEO, major public event.

Personal — AI in Education public/private funding applications

Role + timeframe: Education technology start-up founder; three-year funding & research project.

As an example of understanding the pressures and nuances from both sides of the microphone and camera, I founded Graffinity, an education technology start-up. Graffinity is supported by the UCL Centre for Digital Innovation (CDI) Accelerator programme, and won a share of £1 million, as part of the Department for Education's AI Tools for Education competition.



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UCL-supported startup wins Government funding to scale-up AI solutions in education

23 January 2025

Graffinity, an innovative EdTech start-up supported by the UCL Centre for Digital Innovation Acceleration Programme, has won a share of £1 million as part of the Department for Education's AI Tools for Education Competition.

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Key contributions:

- Wrote DfE Competition bid
- Project lead - Conference speeches, reports, research studies
- Wrote multi-stage University College London applications

Result:

- One of winners of DfE AI Tools funding leading to nine-month project collaborating with DfE Content Store.
- Successful Knowledge-Exchange bid with UCL Institute of Education
- Ongoing UCL CDI support.

These examples are illustrative rather than exhaustive, I'm happy to talk through relevant experience in an introductory call.

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Book an [introductory call](#)

