

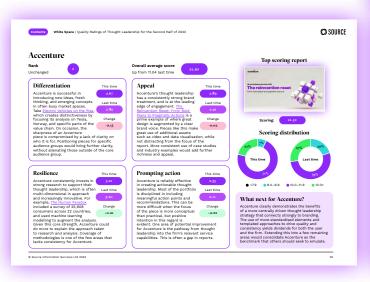
What is White Space?

Our White Space subscription service provides clients with unique insights and proprietary data on professional services thought leadership. As a marketing leader or thought leadership practitioner, White Space will help you:

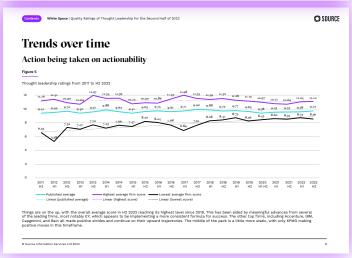
- Understand how your firm's thought leadership performs against competitors
- Find out who clients go to for thought leadership and why
- Gain insight into the latest practices and innovations from the leading publishers
- Explore featured thought leadership from the market
- Be part of the discussion with like-minded professionals and practitioners
- Have some of your key publications reviewed by the Source team using our proprietary methodology



The subscription includes the industry-leading benchmarking report, the *Quality Ratings Report* (QRR), which rates, ranks, and analyses the outputs from the major publishers of thought leadership in the world. In 2024, we will also introduce a new Client Perceptions report on thought leadership, analysing the views and preferences of 4,000 buyers of consulting services. Also new in 2024 is a report on innovation, exploring industry best practices and the latest trends and developments in professional services thought leadership.







Key features:



Understand how your firm performs in our industry-leading benchmark report



Find out who clients go to for thought leadership and why



Gain insight into the latest practices from the leading players



Be part of the discussion with like-minded professionals and practitioners



Have some of your key publications reviewed and rated by the Source team using our proprietary methodology

Programme schedule for 2024

2024	Reports	More Insights
January	Client Perceptions on Thought Leadership	Featured thought leadership
February		Featured thought leadership
March		Featured thought leadership Quarterly webinar series
April		Featured thought leadership
Мау		Featured thought leadership
June	The Source Quality Ratings Report (QRR)	Featured thought leadership Quarterly webinar series
July		Featured thought leadership
August		Featured thought leadership
September	The Thought Leadership Innovation Report	Featured thought leadership Quarterly webinar series
October	Hot Topic Report	Featured thought leadership
November		Featured thought leadership
December		Source Thought Leadership Awards (virtual) Featured thought leadership Quarterly webinar series
Price	£28,000	

NEW Client Perceptions on Thought Leadership

Annual report based on the views of 4,000 buyers of professional services on the thought leadership from the major firms. Presentation for each subscribing firm.

The Source Quality Ratings Report (QRR)

Continuation of our industry-leading report rating thought leadership from the top professional services firms. Presentation for each subscribing firm.

NEW The Thought Leadership Innovation Report

Report on leading-edge practice in thought leadership across different formats and channels.

Hot Topic Report

Briefing paper on a key emerging issue in thought leadership.

NEW Quarterly webinar series

Online events discussing Source research reports and featured thought leadership from the market, and profiling the work of leading industry practitioners.

Featured thought leadership

Monthly review of examples of high-quality thought leadership from the market.

NEW Source Thought Leadership Awards

Celebrating the best in the professional services sector. This will be a virtual event in 2024.

NEW Thought leadership reviews

Subscribers will have five reviews of key pieces of thought leadership, either preor post publication. Source reviewers will use the same methodology as used in the QRR process.

