

From: Robert Murtfeld robert.murtfeld@cambridgeanalytica.org
Subject: Re: CA Presentation Template & Unique Creative
Date: April 12, 2016 at 22:21
To: Brittany Kaiser brittany.kaiser@cambridgeanalytica.org
Cc: Kieran Ward kieran.ward@cambridgeanalytica.org

RM

Thank you, Brittany.

I concur & I am perfectly aware of this, but this is Anna Miller's thing. I don't want anything to do with this. Anna has a direct channel with Alexander. Both Kieran and I directed Anna to Alexander. Anna is in touch with Alexander. This presentation was also moved to Friday.

R

On 13 April 2016 at 00:13, Brittany Kaiser <brittany.kaiser@cambridgeanalytica.org> wrote:

Yes hi Robert, you must remember we cannot talk about our work in Kenya to other Kenyans (or people who could get this back to them). If it got back to the Kenyatta team that we were telling others about our work it would potentially endanger one of our biggest contracts.

For rest of the world presentations, someone in London should be able to join Anna's presentation in NYC today (Julian, Alexander?). Unfortunately with the time difference (12 hours ahead of EST) there is little likelihood that I could join.

Thanks and sorry I can't be of more help.

On 12 April 2016 at 12:32, Kieran Ward <kieran.ward@cambridgeanalytica.org> wrote:

Hi Robert,

This would be most welcome and I believe it will make the process much more efficient.

Can you please now share the introductory slide deck with your team if you are satisfied with the content. Remember to inform them they need to make copies to work on. Share as read only.

SCL slides are currently being adapted to google slides but in the meantime I would ask Alexander for the most recent SCL introductory presentation. If it is a first meeting I would advise we only talk to what is publicly available on the SCL websites.

Best Kieran

On 11 Apr 2016, at 22:08, Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org> wrote:

Dear Kieran,

This deck is great. Thank you!

Do you want me to install a system now that all customized requests on CA commercial presentations are routed through me and I screen requests for you? Beyond CA I would one have more question. We have to present occasionally what SCL does here in NY for prospects that involve international clients. Julian brought us to the World Affairs Council dinner in DC during Easter and I understand that Anna has a lead into Kenya for an intelligence project (here is the contact: <https://ca.linkedin.com/in/michael-cyrus-4b26469>). She aims to pursue a presentation here in NY on Wednesday. Are there any standard slides that can be shown about SCL worldwide and/or Kenya in particular?

Thanks a lot.

As ever,
Robert

On 10 April 2016 at 22:51, Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org> wrote:

Many thanks, Kieran.

Yes of course & I will review tomorrow morning.

Also CA was sold to FOX News on Friday. It was quite an experience. There will be a couple of more hurdles but this is looking good.

R

On 10 April 2016 at 20:27, Kieran Ward <kieran.ward@cambridgeanalytica.org> wrote:

Dear Robert, Brittany,

I trust this finds you both well. As the sales team moves forward we need to streamline the process of producing and managing presentations. As you know there are often requests for unique creative to help win over the potential client. Whilst we are more than happy to help with genuine opportunities we also need to make sure this is not needed for every introductory meeting as the process is both time consuming and costly.

Having spoken to Alexander we agreed that Robert you are the best point person for commercial and Brittany you are the best point person for political. I will be extremely grateful if this is something that you could both help with then we can set up a system that unique creative can only be requested once it has gone through you. We have produced many examples across many sectors, so there should now be enough for people to choose from to explain the concept at introductory meetings.

To enforce consistency and to help monitor the process we are also moving all presentations over to google slides.

I have sent you both a link to -
CA Introductory Presentation Template 11th April

Please review the slides. If you are satisfied we will email to the rest of the sales team and instruct them to use only this system going forward.

I do appreciate people may be new to this so there will be some issues and feedback is appreciated.

Many thanks,
Kieran

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