

# FIRST FRIDAY CLUB

## Editors' Briefings

A CADENCE INITIATIVE



# 2026

# Sponsorship Opportunities

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firstfridayeditors.org

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*“With a reputation built on trust, insight, and an exceptional media network, our team brings unrivalled connectivity to the industrial communications space.”*



**NEIL FULLBROOK , MCIPR, 2026**  
Director of Editor Engagement



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# About Our Briefings

## THE FIRST FRIDAY EDITORS' BRIEFING STORY

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First Friday Club was founded in 1996 by a group of journalists looking to streamline the media briefing process. Instead of travelling to multiple press events, they created a single, central forum to maximise impact and save time.

The concept remains simple and effective—face-to-face communication between industry leaders and specialist media. As AI-generated content rises, trusted, human-led editorial engagement has never been more important.

Now managed by Cadence Industrial & Technical Communications, First Friday Club hosts monthly briefings in London, Glasgow, and Manchester, as well as regional media tours.

These events connect top journalists with hundreds of thousands of engineers, technical experts, and C-suite decision-makers across the UK.

- **Face-to-face connections**
- **Media coverage driven by real conversation**
- **Perfect for launches, leadership and strategic visibility**

# Trusted by the Industry's Leading Media

ATTRACTING TOP LEVEL MEDIA TITLES



- Specialist media outreach tailored to your brand
- Targeted editor engagement based on your requirements



# Trusted by Industry Partners

EXPERT COMMENT FROM EXPERT SOURCES



## GAMBICA



# Trusted by the Industry's Leading Brands

FROM GIANTS TO RISING INNOVATORS

Schneider  
Electric

RA Rockwell  
Automation

BECKHOFF

solutions<sup>pt</sup>  
Industrial IT Solutions

definition

Microsoft

CONTROL  
TECHNIQUES A NIDEC BRAND

HMS

TE  
connectivity

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Stratus  
A PENGUIN SOLUTIONS® BRAND

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Machine  
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Sage

CloudNC

Q5D

Fairfield  
control systems

outokumpu

minuendo®  
Lossless earplugs

Fractory

Nidec  
CONTROL TECHNIQUES™

ProcessVue  
Alarm Management Suite

Statkraft

HITACHI  
Inspire the Next

# Editor Perspectives

**Charlotte Stonestreet, Managing Editor  
Controls, Drives & Automation**

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*"Attending editors benefit not only from gaining knowledge about important new products and services in the industrial sector, but they also have the opportunity to network with representatives from presenting companies and form working relationships that continue long after the event."*



**Aaron Blutstein, Managing Editor  
Plant & Works Engineering**

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*"The First Friday Club is an institution for industrial trade press journalists. I've attended for over 15 years and it has been the one place in an ever-changing publishing world. I can justifiably say editors want to attend because of the variety of new technologies, news and information gained at each and every event."*



**Oliver Batt, Editor  
MEPCA**

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*"The variety and quality of speakers is a real credit to FFC and an invaluable resource for articles. What stood out for me most was the camaraderie and sociable atmosphere – Cadence and the other attendees were incredibly welcoming."*



# Editor Perspectives

## Tony Sacks, Editor, Drives & Controls

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*"I have been attending the First Friday Club in various guises and locations for more than 20 years. With several organisations making presentations at each meeting, the sessions often generates more than one story. In this time, I have picked up countless stories for my magazine and made numerous valuable contacts."*



## Greg Horsley, Editor Process & Control Today

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*"The First Friday Club has been a very useful and worthwhile regular event for us for many years now and continues to be with always attracting some of the leading companies and biggest names in our industry."*

## Rachael Morling, Editor, Design Solutions

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*"I have been attending the First Friday Club since I first began working in publishing over 20 years ago! Attending the event is always an absolute pleasure – I come away with fascinating and topical content that I can include in my magazines and on my websites."*





# PR Firms' Perspectives

**Andrew Bartlett, Director of Science & Engineering  
Definition Agency**

*"I have been using First Friday as a cornerstone of media relations for my clients for nearly two decades now. When they ask what it is I describe it as "the hidden secret to success in trade and technical PR". It is a very cost-effective way of giving an immediate boost to your story. But where it really delivers value is in the medium to long term because the unrivalled access to key editors is a great way of building lasting relationships with the media that really matter."*



**Ian Clay, Director, Clay & Daughter PR**

*"The First Friday Club is such a special institution and a brilliantly simple idea. It continues to evolve both how and what is presented, which makes it continually interesting from an editorial viewpoint. In my view, it's the only option if you want to create real relationships between a brand and the journalists that want to write about it."*

## Our Promise to You

To maintain the integrity and exclusivity of our platform, Cadence Industrial & Technical Communications operates a strict non-compete policy. When other PR agencies bring their clients to First Friday Club briefings, they do so with the understanding that Cadence will not engage in competitive activity with their clients, and in return, we expect reciprocal respect for our client relationships and market position. This policy ensures trust, transparency, and a level playing field for all participants.

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# 2026 Services

## Shared Briefings



### LONDON - SHARED BRIEFING

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**£1950 + VAT**

- 1 x 20 mins speaker slot - 2 speakers
- 2 x networking with the editors (min 12)
- 1 x three course lunch with the editors
- One to one interview opportunities
- Distribution of media kit via secure media resource site

# 2026 Services

## Regional Media Tours



### HOST STOP - SHARED TOUR

£3500 + VAT

- 1 X 1.5 hours hosting on-site as part of a three stop regional tour
- In person engagement with specialist journalists (min 5)
- Cost effective solution to a stand-alone press day
- Potential for follow-up interviews, deep dives and profile opportunities



### HOST STOP - SHARED TOUR - PREMIUM £5000 + VAT

- 1 X 3 hour hosting on-site as part of a two-stop regional tour
- In person engagement with specialist journalists (min 5)
- Includes lunch with the editors



### SITE VISIT - EXCLUSIVE TOUR - FULL DAY

£POA

- 1 X 6 hour hosting on-site
- In person engagement with specialist journalists (min 5)
- Includes lunch with the editors

# 2026 Services

## Bespoke Briefings London . Glasgow . Manchester



### PANEL BRIEFING

£POA

- 1 x bespoke panel briefing with up to ten specialist journalists
- Includes panel member curation, exclusive venue, refreshments and lunch with the media



### BESPOKE TAKE-OVER BRIEFING

£POA

- 1.5 hour briefing slot for up to 6 speakers
- Minimum ten specialist journalists
- Includes optional guest speaker from related industry organisation
- Includes lunch with the editors



### ROUND TABLE MEDIA EVENTS

£POA

- 1 x bespoke round table with handpicked media (min 6)
- Intimate and targeted
- Includes lunch with the editors
- Option to curate round table members

**POA** - Due to the exclusive nature of these bespoke briefings, costs vary.  
Please get in touch to discuss your specific requirements.







# Curious? Get in Touch.

First Friday Club Editors' Briefings are professionally managed by Cadence Industrial & Technical Communications, specialists in media engagement for the industrial, technical, and engineering sectors. For full terms and conditions, please visit: [firstfridayeditors.org](https://firstfridayeditors.org)

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