

New recruits and brand refresh included in 5th anniversary celebrations

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Trippant has unveiled new branding to coincide with the launch of its content production arm, new recruits and celebrating its fifth anniversary.

Eoin Connolly joins as head of content and storytelling. The former editor of global B2B media company SportsPro, he will spearhead the consultancy's newly launched content production arm, adding a range of services including hosting mini white-labelled events, client and media strategy sessions, in-person interviews, and podcast production to its existing specialties.

Alex Chamberlen has also joined as business development director, who has an impressive background and will lead the new business team at Engage Digital Partners, while serving as managing director at Onmigon communications, He also brings extensive experience in the tech and sports sectors having led commercial teams for ESPN and CNN.

"I'm thrilled to be taking on this expanded role at Trippant and leading the exciting new content production arm. Tom has huge ambitions for the years ahead and I look forward to reflecting that in the things we create and the stories we help our clients tell", said Mr Connolly.

CEO and founder Tom Scott said: "In Eoin and Alex, we have two industry veterans from the world of sports, entertainment, and broadcast, who will undoubtedly bolster our capabilities and strengthen our position as a leading international communications consultancy."

With the rise of AI and continued increase in content, the company has added content production to its suite of offerings, which already also includes media relations, communications, and social. Its production team will support businesses including rights owners, brands and leaders to cut through the growing



content noise with authentic and valuable storytelling.

“Through our new brand and production arm, we hope to elevate the people that make our industry what it is, through trusted, authentic, and honest storytelling,” added Mr Scott. “Whether that’s through film or white-labelled in-person events, we want to play a role in showcasing the best storytellers with content that means something to our industry.”