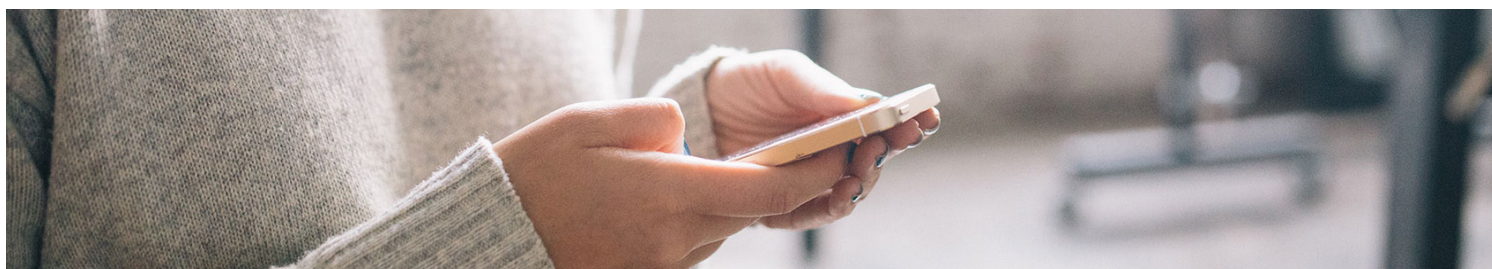


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qualifications | careers | contact | login



You are here: [ESA home](#) / [Blog](#) / Member Spotlight: The Consultancy Group

## Member Spotlight: The Consultancy Group



### What's your name and position within the organisation?

My name is **Anthony Schaub** and I am the Founder of **The Consultancy Group**.

I have been working for large corporations active in private banking, luxury goods and Sports.



### Give us a brief overview of The Consultancy

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## Group as a company in general and your approach to sponsorship and partnerships specifically?

The Consultancy Group is a boutique agency with unparalleled international experience and a strong professional network. We offer a bespoke service to every one of our clients. From marketing and communication plan development to defining strategic guidelines, or simply to enhance an already existing approach.

We are currently a team of 6, with various backgrounds and experience. This represent our strength, and strong part of our culture. We see our clients as partners, with whom we discuss and exchange our expertise and relations. This gives us a real advantage in discussing partnerships as our main goal is to find the best long-term fits.

## What approach makes The Consultancy Group's strategy/model unique? What is your USP/differentiator?

Today, you can't only use one communication channel; you need a fully integrated strategy. Together we'll define with our clients their audience and build the very best engagement with them and their customers.

The Consultancy has the advantage of being a close-knit group. We provide dedicated contact throughout the duration of the project, and benefit from a highly qualified team, all of whom are experts in their domains. Confidentiality is of the utmost importance to us.

We offer the know-how of a large group with the responsiveness of an independent firm.

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The client can concentrate on his main development goal, while we accompany him with fully customized strategy and services.



**What are some recent clients you've worked on campaigns for, and how do these campaigns speak to wider new and emerging trends in your business area?**

As we like to cultivate our difference, we don't list our clients, confidentiality is one of our core values.

Over the past 4 years, we have been working with clients active in Private aviation, banking, luxury goods, hotels, spas, gyms as well as right owners in various sports such as equestrian, polo, tennis, golf, and sailing, amongst others.

We always try to think outside the box but also inside another box as we seek for inspiration in other sectors: elements used in an event for a luxury brand can be adapted and beneficial for a sports event, for example. We always try to bring innovations to our clients in order to make them stand out and shine.

**What are the current trends within your business area?**

A great part of our work is to be aware of the new trends and opportunities. We are also running a lot of

research for our clients. Some of our research are shared on our blog, through exclusive articles written by the team, as well as in our bi-monthly traditional press review.

### **What has been the impact of Covid-19 on athletes and brands and how they interact with fans via social media? Has this created opportunities for The Consultancy Group?**

If today's situation has taught us one thing, is that we cannot rest on our laurels and we all need to assess our weaknesses in order to rise and maintain our standards. It is important to constantly innovate and keep communicating with our audience, virtually or physically. There are a lot more ways to keep these relations alive than we imagine, it's just a matter of being creative and present.

During the past few months, we've helped our clients maintain their audience using different media, adapted to their strategy and image. Not everyone can use the same tools, as every brand and athlete is unique, as are their fans.



**17 September 2020**

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