

Pitch for Events

Here is a rough 'script' you can use when you are talking to people who may wish to host an event relating to 99%.

Introduction

I've got an idea for an event that I think would be exciting and relevant for your audiences. I could arrange for the author of *99%* – one of the Financial Times's *Best Books of 2019* – to speak about how we can build a world fit for the next generation.

What's the problem?

As a result of the 2019 election, it is likely that the Conservative party will be in power until around 2024/25 – a period of approximately 15 years.

But this is not because everything has gone well. In fact economic growth from 2010-2019 was extremely low: just over 1% per annum. For comparison, the 'truly dreadful' 1970s saw economic growth of just over 2% per annum – twice as high!

Most people are poorer today than they were in 2010, and public services – even the NHS – are beginning to fail.

Young people nowadays find it hard to get good jobs and to afford to buy their own houses. They are the first generation in living memory that expects to be poorer than their parents. An increasing number are struggling – and unless something changes, those struggles will only get worse.

And yet, the economy *is* still growing. The UK is richer than it has ever been before. The cake is bigger, but most people are getting ever smaller slices. That is the process of *mass impoverishment*.

What's the solution?

In his book, Mark E Thomas, the author of *99%*, sets out five steps we need to take to tackle and reverse mass impoverishment:

1. **Constitutional reform** to make it a duty of any elected government to govern on behalf of the entire population, not for the benefit of a small and influential minority
2. **Fact-based policy-making**, rather than basing far-reaching policies on myths, such as the idea that this country cannot afford what it used to and what other countries afford today
3. **Policy for growing the pie faster and sharing more fairly**
4. **Investing wisely** in the future
5. **Cleaning up capitalism** – creating clean, competitive markets that work for everyone's benefit.

The *99% Organisation* exists to help spread these ideas, and to make sure that politicians take them seriously – and take action to end mass impoverishment.

It is non-party-political: *all* parties should aim to reverse mass impoverishment: they should compete on how best to do so.

However your audience may have voted, they should be engaged by these issues.

What could you do?

You could invite Mark to speak. As well as being an author, he's an experienced public speaker and has appeared on radio and television. He is very happy to talk for around 40 minutes and then take up to an hour of questions and discussion after his talk.

At this stage, Mark is not charging for speaking (and neither are we proposing to pay to speak).

Who is Mark E Thomas?

Mark E Thomas is the author of *99%*. He has spent most of his career in business; for many years he ran the Strategy practice at PA Consulting Group.

During this time, he began to explore whether the tools and techniques of business strategy could be applied to understanding the health and stability of countries. This research led him to the uncomfortable conclusion that many developed countries – including the US and the UK – are unwittingly pursuing economic policies which will result in the unwinding of 20th century civilisation before we reach the year 2050. Hearteningly, he also concluded that this fate is entirely avoidable.

Mark wrote *99%*, one of the FT's Best Books of 2019. He is also the author of *The Complete CEO*, and *The Zombie Economy*. Mark has a degree in Mathematics from Cambridge University. He lives in Herefordshire.