

What is White Space?

Our White Space subscription service provides clients with unique insights and proprietary data on professional services thought leadership. As a marketing leader or thought leadership practitioner, White Space will help you:



Key features:



Understand how your firm performs in our industry-leading benchmark report



Find out who clients go to for thought leadership and why



Gain insight into the latest practices from the leading players



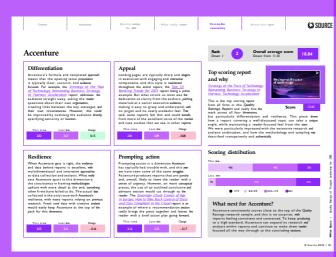
Be part of the discussion with like-minded professionals and practitioners

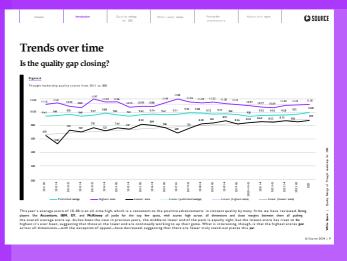


Have some of your key publications reviewed and rated by the Source team using our proprietary methodology

The subscription includes four reports published quarterly; the Quality Ratings Report—our industry-leading benchmarking report which rates, ranks and analyses the outputs from the major publishers of thought leadership; the Client Perceptions of Thought Leadership report which analyses the views and preferences of 4,000 buyers of consulting services; the Innovation report exploring industry best practices and the latest trends in professional services thought leadership; and lastly the Hot Topic report which discusses the burning issue facing content strategists and creators in the year to come.







Programme schedule for 2025

2025	Reports	More Insights
January	Quality Ratings Report (QRR)	Featured thought leadership
February		Featured thought leadership
March		Featured thought leadership Quarterly webinar series
April	Client Perceptions of Thought Leadership	Featured thought leadership
Мау		Featured thought leadership
June		Featured thought leadership Quarterly webinar series
July	Thought Leadership Innovation	Featured thought leadership
August		Featured thought leadership
September		Featured thought leadership Quarterly webinar series
October	- Hot Topic Report	Featured thought leadership
November		Featured thought leadership
December		Featured thought leadership Quarterly webinar series

Quality Ratings Report (QRR)

Continuation of our industry-leading report rating thought leadership from the top professional services firms. Presentation for each subscribing firm.

Client Perceptions of Thought Leadership

Annual report based on the views of 4,000 buyers of professional services on the thought leadership from the major firms. Presentation for each subscribing firm.

Thought Leadership Innovation

Report on leading-edge practice in thought leadership across different formats and channels.

Hot Topic Report

Briefing paper on a key emerging issue in thought leadership.

Quarterly webinar series

Online events discussing Source research reports and featured thought leadership from the market, and profiling the work of leading industry practitioners.

Featured thought leadership

Monthly review of examples of high-quality thought leadership from the market.

Thought leadership reviews

Subscribers will have five reviews of key pieces of thought leadership, either preor post-publication. Source reviewers will use the same methodology as used in the QRR process.

