

Windsor Debates

ARTIFICIAL INTELLIGENCE AS A FORCE FOR GOOD

Friday 15th March 2024

Peter Heneghan is an acclaimed communications expert with significant experience at BBC News, Channel 4, BuzzFeed, and 10 Downing Street.

Notably, he served as the UK Government head of the digital communications profession for three and a half years, playing a critical role in the country's response to the Covid-19 pandemic. Under his leadership, digital communications across departments became more editorial, direct, audience-first, empathetic, and data-driven.

In Spring 2023, he launched The Future Communicator, an agency specialising in AI and digital communications/marketing for leaders and their organisations.

Peter is a renowned digital campaigns and crisis communicator, recognised with the Cannes Lions Grand Prix award.



PETER HENEGHAN

Co-Founder

The Future Communicator

