



pro-manchester

# INSIGHT REPORTS

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In this document you will find out what's on offer when you commission a pro-manchester insight report

Read on to find what it involves...

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[www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)

# 1. Survey (creation and circulation)



## Exclusive roundtable

8-10 senior leaders will be invited to discuss the results of the survey. pro-manchester to invite guests, arrange venue and logistics.



## Roundtable reporting

Research and insight into roundtable guests, attending roundtable event, reporting on all attendees' contributions. To be featured in local media.



## Report

Producing an estimated 8-page report outlining scope of survey, providing context for backing of the report, the results gathered and incorporating analysis from experts at roundtable. Also including short bios for each expert in report introduction.



## Launch event

50+ attendees invited to release, showcase and discuss the findings of the survey. pro-manchester to invite guests, market the event and arrange venue and logistics.



## Circulation

The report will be circulated to pro-manchester's large database with your branding on it.

# 2. Promotion



## Your logo & branding

Will appear on all collateral relating to the survey as well as online on pro-manchester's website, Big UK Newsroom and on any press releases.



## Social media

You will be tagged in tweets and LinkedIn posts from pro-manchester relating to the results of the survey and any introductory tweets for events outlined in this proposal.



## Representation at events

The opportunity to have someone from your company to speak at and attend all events outlined in this proposal. This can be an introduction to your business, or reasons for sponsoring this survey.



## Panel discussions

Your company will be given opportunities to sit on any panels regarding this surveys and its research at any future events.

# 3. PR & Media pro-manchester will:

- Identify hooks from report content to pitch to local and national media
- Identify all relevant outlets to target
- Approach each journalist with a bespoke pitch
- Chase journalists for feedback
- Liaise with journalists on interview and information requests
- Interview spokespeople for comment

## Cost

£10,000

Contact:

[sam.booth@pro-manchester.co.uk](mailto:sam.booth@pro-manchester.co.uk)