



Welcome to
pro-manchester

www.pro-manchester.co.uk



WHO ARE PRO-MANCHESTER?

Who we are: the largest business development organisation in the North West. Connecting, sharing and collaborating across GM and the North West for 35 years.

Uniquely, the pro-manchester programme is developed for our members by our members. This ensures our events are well attended and also on subjects of interest to our members.

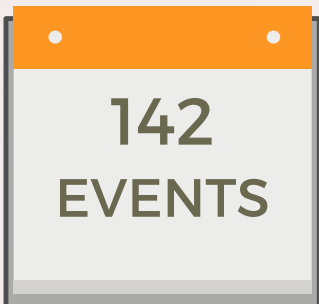
Based in Spinningfields, our team will work with you to bring you a programme that will help you generate new business.

Our extensive programme features over 120 events per year attracting over 10,000 delegates and offering unrivalled networking opportunities.

Events include our flagship Made in Manchester Awards, as well as conferences, lunches, business development programmes, seminars and other key events such as our Annual Dinner.



LET THE NUMBERS DO THE TALKING



10,113
Registrations



284 members

90%

member retention



25k+
social media
followers



94%

rated our events
good or excellent



15k+

engaged people
on our database



BENEFITS OF MEMBERSHIP



Attend virtual and in-person events designed to create new connections and create learning opportunities



Deliver virtual and in-person events to our community, share your expertise and elevate your brand.



Develop a bespoke plan to meet your business needs with your dedicated membership manager



Connect with our SME audience by sharing expert advice and top tips and taking part in events.



Join a sector group, help shape activity and connect with your target audience.



Increase your reach by sharing your PR, news, content and blogs on our Newsroom



WHAT THEY SAY

"The pro-manchester team understands the **importance of relationships**"

- Amy Hinks - Development Manager at The Booth Centre



There is something for everyone at pro-manchester.

I would say you get out of it what you put in so get involved as much as you can!

Charlotte Lewis, Lawyer, Mills & Reeve



"No one else in Manchester offers what pro-manchester does.

They have it all!"

Sean Williams - Head of Field Sales, Together Money





KEY EVENTS

Our key events programme attracts hundreds of business professionals from across the region.

The events hugely vary and include our sought-after:



Conferences

Our full and half-day conferences feature speakers who are international experts in their fields. These events cover a range of topics including business, technology, creative and digital and Green Technology.



Dinners and Lunches

Our dinners and lunches provide unrivalled networking opportunities. We spend time carefully crafting seating plans and arranging introductions to ensure you get the most out of the networking opportunities available.



Awards

Our flagship awards ceremony 'The Made in Manchester Awards' brings together the best and brightest of the North West's young talent in an annual evening of celebration.





NETWORKING EVENTS & WEBINARS

We host a wide and varied events programme of over 120 events each year, attracting over 10,000 delegates, with the majority of events free of charge for our members.



A range of webinars for members by members focusing on current business-related issues and updates. This includes our Future pro-manchester events, Equality & Diversity Events, Skills Events and PA Events.



Focussing on key drivers for growth in the region, our sector programme delivers a series of activity which provides business development opportunities and industry insight.



The SME Club gives pro-manchester members the opportunity to share expert advice and tips to a large database of Greater Manchester SMEs. It also gives you the ability to create content and present a topic of your choice to an SME audience at Virgin Money on Market Street,



SECTOR GROUPS

We are dedicated to providing business development opportunities and insight across the key growth sectors in our region. With this, we have developed committees to share and drive the activity of events in each sector.

Each committee is made up of members with sector specialisms, industry representatives and supporting bodies.



GREEN ECONOMY

Exploring issues of sustainability, energy and the environment in and around Manchester.



SPORTS INDUSTRY

Examining trends, challenges and opportunities in one of the largest employment sectors in the UK.



CREATIVE, DIGITAL AND MEDIA

Examining trends, challenges and opportunities in one of the largest employment sectors in the UK.



INNOVATION

Examining trends, challenges and opportunities in one of the largest employment sectors in the UK.



SECTOR GROUPS



HEALTHCARE

Reviewing the initiatives that will need to be considered to keep the region healthy, including private sector and social care.



HOSPITALITY

We look at the changes in consumer spend and interaction across this industry and how these changes impact related businesses.



RETAIL & E-COMMERCE

Examining key trends and challenges in a fast-evolving industry.



TRANSPORT & INFRASTRUCTURE

Looking at current infrastructure, the challenges faced and the impact on businesses.



FINTECH

Run in collaboration with MIDAS – Manchester's Inward Investment Agency, supporting one of the fastest growing industries.



SECTOR GROUPS



REGENERATION & PROPERTY

Supporting the regeneration of Manchester and improving the economic and social prospects of residents.



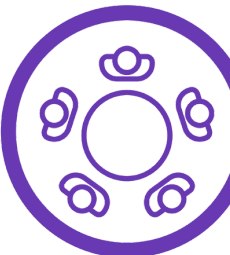
MANUFACTURING

Examining developments in a key emerging sector.



FINANCIAL & PROFESSIONAL SERVICES

pro-manchester was originally set up to service this sector and these companies continue to make up a significant proportion of our membership.



Public Affairs

Focusing on addressing topical issues and connecting our member firms with those stakeholders who inform the direction of public policy and represent Manchester and the North West.



FUTURE
PRO
MCR

SUPPORTING YOUNG TALENT

Future pro-manchester is dedicated to promoting and developing young talent within Greater Manchester's financial and professional sector.

Our aim is to help young professionals develop new skills, build relationships and network with likeminded people. We open up career opportunities by engaging with schools, universities and other higher education establishments.

The Future pro-manchester events programme includes our flagship Made in Manchester Awards. Established in 2012 to celebrate the best of Manchester's young talent, the awards reward excellence in innovation, training and development, entrepreneurial spirit and leadership across the varied sectors we work with.

Our Future pro-manchester committee is made up of young professionals who want to help us to develop our programme to ensure it is suited to boost career opportunities for individuals under the age of 35.



MiMA

CELEBRATING THE BEST OF MANCHESTER'S YOUNG TALENT



SKILLS

The Skills agenda is a programme of activity and initiatives designed to focus on the development of skills for businesses across different sectors within the region.

We work alongside our members, universities, skills providers and professional bodies to determine the regions skills gap. We also support regional programs and initiatives through activities such as discussion groups, business training workshops and joint projects.



EQUALITY, DIVERSITY & INCLUSIVITY

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Fairness in the workplace is a vital part of a successful business and pro-manchester is committed to championing equality, diversity and inclusion.

We aim to help develop a culture of EDI for as many people as possible within the pro-manchester and North-West business community and change perceptions, breakdown barriers, facilitate conversations and challenge non-EDI behaviour, in a safe, constructive and respectful way.



**NEWS
ROOM**

NEWSROOM

Newsroom allows members to publish news stories, events and other information free of charge to our whole network. With an audience of over 14,000 subscribers, our newsletter provides a weekly review including business information and research.

WHERE IS IT POSTED?



TWITTER - NEARLY 20K FOLLOWERS



NEWSLETTER - 14K SUBSCRIBERS



WEBSITE - OVER 2,500 VIEWS PER MONTH



PUT YOUR BRAND CENTRE STAGE

On-screen or on stage our events offer a great opportunity for brand exposure to our network of over 20,000 people.

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Our event sponsorship opportunities are varied and can range from whole event sponsorship for key events like our annual dinners and conferences to bespoke sponsorship packages for specific activity and events.

We also offer a range of advertising and marketing opportunities from e-mail marketing to social campaigns and working in partnership to produce thought leadership distributed to our network.

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GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

pro-manchester is proud to have become a full member of the Greater Manchester Good Employment Charter, and to support Mayor Andy Burnham's ambition to become the first city region in the UK to pay all employees a Real Living Wage.

The Good Employment Charter is a voluntary membership and assessment scheme, that aims to raise employment standards across Greater Manchester for organisations of any sector, size and geography. There are seven key characteristics of Good Employment under the Charter, which includes the requirement to pay the Real Living Wage. This has recently been set to £9.90 and is the only UK wage rate based on the cost of living. If you're interested in joining the growing movement for better employment, and fair pay for a day's work, contact the Charter team.

"Good Employment is good for business, and we encourage our members to commit to the principles of the Charter. For us it was a simple choice; we didn't ask ourselves why we should join, but instead how we could afford not to be part of this movement across GM"


Sam Booth, pro-manchester CEO



**GREATER MANCHESTER
GOOD
EMPLOYMENT
CHARTER**



WE'LL WORK TOGETHER



Our dedicated Membership Manager will work with you to create a bespoke plan which makes the most of your membership.

This will ensure you are engaged in key activities throughout the year and that your profile is raised throughout the business community.

Your Plan will include:

- Identifying relevant areas of activity for your business
- Connecting you with our community through targeted introductions
- Creating opportunities to raise the profile of your business and the individuals within it
- Engaging with our extensive events programme as a speaker
- Developing your young talent through our future pro-manchester programme of activity
- Creating content and other resources to be distributed through our channels including Newsroom and The SME Club.
- Support throughout your membership.

KEY CONTACTS

MEMBERSHIP

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MARKETING

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PRO-MANCHESTER EVENTS

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Thanks for reading