



**Approximately how many articles are anticipated?**

We are looking for a minimum of 15 press releases and 15 case studies throughout the whole programme. Typically the press release and the case study is for the same company so that the information gathering (interview) and photoshoot covers both. Please see our website for previous press releases and case studies.

**Providing photography to accompany press releases, case studies and success publication; a) Approximately how many photoshoots are anticipated? b) Will there be an opportunity to group photoshoots together e.g. at an event?**

15 photoshoots are anticipated as we are doing the press release and case study at the same time. There is only a very slim chance of group photoshoots at an event as typically the photoshoots will be at client's premises.

**Writing, compilation and production of a final programme "Impact" publication incorporating at least 12 case studies, overview and impact information infographic (September 2021);\* Are these the same case studies as the ones in point 2 below or completely different (and therefore need additional content creation) ?**

Yes they are the same case studies. Out of the 15 case studies created we make a selection of around 12 to be included in the impact publication. We are asking for one set of 15 case studies to be written, digitally produced and printed as specified.

**Digital production of 15 case studies in distributable format (Examples can be seen on the Business Ready website);\* Are these the same case studies as the ones in point 2 below or completely different (and therefore need additional content creation)?**

They are the same case studies. There is no additional content creation required.

**150 printed copies of six double-sided A4 case studies;\* Are these the case studies highlighted in point 3 of the publicity section or are they different (and therefore need additional content creation?)**

They are the same case studies.

**Please can I just check you mean 6 x 150 copies (=900 print run) not 6 x 25 copies (=150 print run)? I can confirm the print run would be 6 x 150 copies = 900 print run**

**Will they all be sent to print together (for reasons of economies of scale) or will they be required at different times during the year?**

The short answer is no, as the case studies will be produced at different times of the year (Between August 2019 and September 2021). If for example two case studies are being prepared at the same time then it would make a lot of sense to pool this together for printing but we can't guarantee that this will happen.

**Do you just require the content for social media and the website you will manage the publishing / posting on existing accounts?**

We do publish the articles on our website and social media. You would do the media circulation of press releases.