

## case study

# Institute of Directors (North West)

### Where they were

- Reputation as an events-led organisation and meeting hub in the centre of Manchester
- Low regional awareness of the policy unit and research commissioned, despite a strong national profile
- Highly successful annual Director of the Year Awards, with support from NW business community and media growing year on year

### Where they wanted to be

- Positioned as the voice of entrepreneurial businesses in the North West
- Seen to be commenting on business issues affecting members
- Maintain “noise” around awards and other key events in the calendar
- Providing valuable networking opportunities featuring topical industry debate from recognised business leaders

### What MC2 has done

- Implemented a journalist meeting programme in order to educate the media and dispel the myths that surrounded the Institute in the region
- Promoted events around the region to increase attendance and offered interviews with key speakers to the media
- Communicated findings from the national policy unit on topics such as business competitiveness and VAT reductions
- Provided comments for a number of magazines, allowing the IoD regional director a platform to lead debate around business issues

### The results

- Gaining regular press coverage in response to topics such as interest rate changes, the budget and political announcements
- Increased the profile of the regional team significantly via regular editorial coverage in branch areas such as Lancashire and Cumbria
- Achieved record coverage on Director of the Year Awards, which has now been adopted by other regions across the UK
- First port of call for journalists looking for comments on national issues affecting the region

The people at MC2 make the difference. There is always a **trusted pair of hands** that can take on new information instantly and react with a number of sound options. Their **market knowledge** has assisted me greatly in terms of strategic moves to increase the IoD's profile in the Region.

**Darrell Matthews**  
Regional Director, IoD North West