



ADAM SMITH

PANMURE
HOUSE

PANMURE HOUSE PRIZE - COMMUNICATIONS & MARKETING

OVERVIEW

This is the Communications and Marketing document referred to in clause 6.4 of the Panmure House Prize terms and conditions (the “**Conditions**”) which the institution has entered into with Heriot-Watt University (“**HWU**”). This document should be issued to the institution’s communications team immediately upon confirmation that the institution has been shortlisted for and/or accepted the Panmure House Prize (the “**Prize**”).

MANAGEMENT OF COMMUNICATIONS

The timing of the announcement of the Prize, shortlist, award and winner remains the decision of HWU and will be communicated to the shortlisted and winning institution at the earliest opportunity. All shortlisted institutions are required at the time of acceptance of the Prize terms and conditions, to provide a key contact name/communications lead to support media activity and other external engagement. In the event that the institution wins and accepts the Prize, the communications lead of the winning institution will be informed of the awarded Prize in advance of all public media announcements. The announcement will be under strict embargo.

ANNOUNCEMENT OF AWARD

The date and time of the announcement will be issued by HWU. Where possible, this date and time will be selected on the basis of an effective time of day for both HWU and winning institution audiences. HWU will make the announcement through press release and social media. HWU encourages the winning institution to share the news widely with their networks. HWU will provide a media pack to support PR activity. The media pack will provide social media assets and suggested text and relevant hashtags and organisational tags.

PUBLIC ENGAGEMENT AT THE RESULTS MEETING

Post announcement by HWU, it encourages the principal researcher and the winning institution to post updates on progress and add relevant hashtags and organisational tags (see crediting and brand guidelines).

Results Meeting

This is the presentation of the winning institution's research results given by the principal researcher. It takes place over two days and involves private review of results with the Judging Panel of the Prize and a public presentation recorded at Panmure House, Edinburgh.

- Suggested engagement here might be for the principal researcher to (a) post about their institution and the principal researcher's visit to Panmure House in Edinburgh, the final remaining home of Adam Smith, and (b) share and discuss the recording of such presentation.

CREDITING & BRAND GUIDELINES

When promoting the Prize, the winning institution and the principal researcher must reference Panmure House, HWU and Baillie Gifford (if required by HWU) in all publicity materials, presentations or published results relating to the project or the Prize. If the institution wishes to use or display any logos of Panmure House, HWU and/or Baillie Gifford then it must request these directly from Panmure House.

SHORTLIST-INSTITUTION ASSETS

Once your institution has accepted the Conditions, the institution's communications lead should meet with the grant administrator from Panmure House to discuss the shortlist promotion timelines. They also provide the following **within two weeks of notification from HWU**:

- A professionally taken high resolution photograph of the principal researcher (please see examples below of the type of photographic quality and style).
- A full and one paragraph biography for the principal researcher.
- Brand guidelines and a high-resolution copy of the winning institution's logos.
- The principal researcher and institution social media handles and tags.
- The responses of the principal researcher to the shortlist interview questions (please see below)
- A less than 50 second short video by the principal researcher for social media, describing their research- this is dependent upon comfort level of the principal researcher on camera and the resource availability at the home institution. (please see guidance below)

WINNER-INSTITUTION ASSETS

Once the winning institution is informed by HWU that it has been awarded the Prize. The institution's communications lead should provide the following **within one week of notification from HWU**:

- A statement or quote from an institution leader such as Chancellor, Principal or Dean on winning the Prize.
- A statement or quote from the principal researcher on winning the Prize.

Once the winning institution is informed by HWU that it has been awarded the Panmure House Prize. The institution's communications lead should provide the following **within one month of notification from HWU**:

- A timeline and broad heading budget (an example will be provided).
- A range of dates that the principal researcher would be able to travel to Edinburgh to deliver their research presentations. (This is a two-day delivery requirement not inclusive of travel time to and from Edinburgh).

SHORTLIST INTERVIEW QUESTIONS FOR THE SHORTLISTED RESEARCHER

1. How does it feel to be shortlisted for the Panmure House Prize? (200 words max)
2. How did you find out about the Panmure House Prize and what was it that attracted you to apply? (250 words max)
3. Could you give us a brief introduction to your research for people who might not be from an academic background, could you explain what is the problem you are trying to solve? (400 words max)
4. How do you conduct your research? (200 words max)
5. How do you envision your work will advance long-term thinking and innovation in your field and beyond? (250 words max)
6. What are you working on next? (200 words max)

SOCIAL MEDIA VIDEO GUIDANCE

Length & Quality Requirements

- 50 second video length or less
- 4k or thereabouts level of video quality at approximately 60 frames a second
- Recorded in landscape (to allow for use in portrait or landscape)
- Preferably external microphone audio rather than camera audio recorded at approximately 48hz
- Send in the format the video was recorded in

Guidance on recording set up

The videos will work best if they are:

- Filmed in a thematically relevant place rather than in a studio for example laboratory, library, campus building etc with no background noise.
- Preferred not to use green screen.
- Leave plenty of framing space around the subject- (useful for landscape and portrait videos but also for subtitles and lower thirds.)
- Comfortable if speaker is talking off camera or to camera.
- No b-roll required or any editing with logos, lower thirds or subtitles.

Content

If the researcher could introduce themselves and their role. Followed by a snapshot of what their research is about or how it is conducted. This should be pitched at the general public, rather than to academics.

BIOGRAPHY EXAMPLES

Biographies should be approximately 200-500 words in length and highlight the achievements of the principal researcher. Please see examples from the [Panmure House Prize Judges](#).

PHOTOGRAPHY EXAMPLES

We will require a professional colour head and shoulders photograph of the principal researcher, with a soft focus or grey, white or black background. Please see examples of those taken of the [Panmure House Prize Judges](#) and the [Inaugural Winner](#).