



COHORT REPORT: MANIFESTO



##M: 48HR HACKATHON & OUTPUTS



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COHORT REPORT: MANIFESTO

##M: 48HR HACKATHON

ADVANCE PREPARATION

- Cohort of 'Critical Friends' identified + commissioned;
 - Manifesto M prepared by Client Organisation;
- Manifesto M comprises up to 10 points, each with 100w explanatory description;
- Client Manifesto M uploaded to the shared workspace.

#M: HACKATHON HRS 00-24

- Cohort of Critical Friends 'hacks' into Manifesto M on the shared workspace;
- Cohort performs a Day 1 rewrite and replaces original with hacked Manifesto #M.

#M: HACKATHON HRS 24-36

- Client gains access to newly-hacked Manifesto #M;
- Client has until 12:00 Noon Day 2 to review new Manifesto #M.

##M: HACKATHON HRS 36-48

- A (virtual) Summit debate is convened + facilitated by Jim McClelland;
 - Client + Cohort co-create joint Summit Manifesto ##M;
- Representatives of both parties sign Summit Agreement Manifesto ##M.

• **COHORT REPORT: £5950.00 (+VAT)** •

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##M: POST-HACKATHON OUTPUTS

COHORT REPORT

- 16pp digital Cohort Report in PDF format, authored by Jim McClelland;
 - Original Client Manifesto M + Cohort Hack Version #M;
 - Final Co-Created Summit Agreement Manifesto ##M;
 - Summary of Key Points from the Summit Debate;
- Accompanying Press Pack, with Release Copy and Notes for Editors;
- Accompanying Presentation Pack, with PowerPoint slides x 3 (min).

MARKETING SUPPORT & PROMOTION ON PUBLICATION

- Week-long promotion on Social Media via Twitter (22,000+ Followers);
- Posting on LinkedIn, Facebook, Google+, SustMeme Magazine and Blog;
 - Marketing to third-party distribution channels and media outlets;
 - Press release, inclusive of spokesperson soundbites (optional);
- Feature article synopses drafting for press and periodicals (optional);
- Media placement and syndication support; leverage of contact database.

OPTIONAL EXTRAS

- Face-to-Face (Sponsored) Summit Event (£POA, dependent on venue, etc);
- Printed Version of the Cohort Report (£POA, subject to quantity, etc).

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