

CAMPAIGN MINI-SERIES



We will curate a **multi-media bitesize** season of our award winning NPW Podcast featuring agreed topics **amplifying voices** from your organisation. The season will be released as a **'special edition'** of three podcast episodes discussing relevant and topical career and wellbeing issues. To support this podcast series, we will also curate a webinar, provide a blog article and a video interview with one of your senior leaders. We will **engage with your workforce** at all levels to establish overarching themes and points for discussion prior to the campaign in order to have **maximum impact** upon delivery across all internal channels and social media platforms where appropriate.

SPECIFICS:

- NPW team will identify themes and topics for the campaign mini-series in conjunction with your workforce across all levels
- Report to senior management of all possible themes and topics for consideration
- Campaign curation in line with agreed company time scales
- 3 x 10-minute podcasts hosted by Simone Roche MBE with 2 - 3 contributors from your organisation
- 45-minute webinar hosted by Simone Roche MBE with 2 - 3 panellists
- 10-minute interview with a senior leader on a campaign theme or topic which is promoted internally and on social media channels where specified
- A thought leadership blog created from the campaign published on the Power Platform, NPW Newsletter and social channels
- Overarching themes will be reinforced across all individual campaign events
- Campaign mini-series will be provided in a compatible format to be promoted across all your internal channels and on social media platforms where specified

BENEFITS:

- Engages with your workforce at all levels to enable themes and topics to be openly discussed for the campaign
- Identifies individuals within your organisation who are willing and have the capacity to amplify your brand and represent your company ethos
- Promotes a cohesive environment in which employees feel heard
- Highlights key messages within the workforce culture which may not have been previously identified
- Reinforces an inclusive culture within your organisation
- Provides your organisation with promotional material to attract new talent
- Spotlights future leaders
- Identify development needs across your organisation having held focus groups with employee networks if possible
- Promote your company brand across all social media channels where specified

COST:

Please email philly@northernpowerwomen.com for further details