

## Education IT: raising the Think Lab's profile

### *Mantis completes media introduction and site tour programme*

#### BACKGROUND

The Think Lab, a collaboration facility owned by the University of Salford, wanted to **raise its profile** amongst prospective UK and overseas **built environment** students; to private firms; and to the Engineering and Physical Sciences Research Council EPSRC (to secure funding). The Think Lab and Mantis prepared a 'Site Tour Day' in which the media could gain access to the facility; to understand how it supports the School of Built Environment, professors, students and private firms.

#### RESULTS

- Mantis identifies and contacts media, secures and hosts telephone interviews and/or attendance at site tour
- Completes first contact with 40 media; secures **2 pre site-tour phone interviews, 2 site tours, and 1 post site-tour phone interview**
- Dedicated article in *AEC Magazine*; x 1 LeaderBoard profile in *RICS Business* and [www.ricsbusiness.com](http://www.ricsbusiness.com); 1 Face-to-Face profile on [www.ricsbusiness.com](http://www.ricsbusiness.com); and 1 dedicated article in *Construction News*
- 2 follow up opinion articles published in *RICS Business* – one on the subject of e-oppression and one on the subject of blob architecture
- Identifies **multiple news stories** for follow-up PR activities

#### TESTIMONIAL

"The Mantis team **achieved great results** in a short space of time – they **understood our aims and objectives quickly**, got in touch with our target media and delivered interviews and site tours which have led to some **fantastic press coverage**."

Carla Kocsis, Facilities Manager, Think Lab