

# PRovoke Next 20

## Asia Pacific

2020 Partnership Options



## Next 20 Asia-Pacific

Next 20 is a major content initiative from PProvoke to truly uncover and understand the opportunities and challenges facing the public relations industry across the world's geographic markets and sector/practice areas. The plan sees PProvoke bring its formidable editorial approach to bear on analysing the state of the PR industry across the world, with a particular focus on emerging markets in the Americas, EMEA and Asia-Pacific.

In Asia-Pacific, the initiative is spearheaded by PProvoke CEO and editor-in-chief Arun Sudhaman and conducted in collaboration with APACD, the premier organization for in-house comms leaders in the region. The basic idea is to find one primary agency partner & one secondary non-agency partner for each of the following Markets/Practices with the content/sponsor benefits as detailed on the following pages. **Please note that all options can be shifted to virtual platforms as required.**

### About PProvoke

PProvoke is the authoritative voice of the global public relations industry, dedicated to proving and improving the value of public relations by providing insight, knowledge and recognition to public relations professionals.

### About APACD

The Asia-Pacific Association of Communication Directors (APACD) provides a peer network for mid- to senior-level communication professionals from all fields and industries across the Asia-Pacific region to discuss and formulate solutions to current communication challenges.

# Market Partnerships

These will take a bird's-eye view of the state of the PR industry in a specific market, delivering a keenly-required barometer of progress and spotlighting the critical challenges and opportunities — focusing on such issues as talent, client servicing, innovation and media.

Tier 1 markets:

- Australia
- China
- Hong Kong
- India
- Japan
- Singapore

Tier 2 markets (all others, including):

- Korea
- Malaysia
- Thailand
- Indonesia
- Philippines

## Primary agency sponsorship (exclusive)

**Tier 1 markets: \$9k**

**Tier 2 markets: \$7k**

- A moderated roundtable featuring senior in-house communicators along with one representative from the sponsor agency. PRovoke will tap into its APACD partnership to help secure relevant in-house comms leaders.
- Feature-length coverage of the Roundtable in the PRovoke, analysing the specific issues in play.
- Distribution of the content across our audiences, including specific emails to our Asia-Pacific readership and to APACD membership.
- Paid promotion of the coverage across our social media channels.
- Sponsor branding on website coverage and email.
- Podcast with agency sponsor, discussing findings from the roundtable discussion.
- 1 piece of Sponsored Content.
- All venue costs to be borne by primary sponsor

## Secondary non-agency partnership (exclusive)

**Tier 1 markets: \$4k**

**Tier 2 markets: \$2k**

- Participation of one representative from the sponsor in the Roundtable.
- Secondary sponsor branding on website coverage (not email).

# Practices/Issues Partnerships

These will take a bird's-eye view of specific issues and practices from a regional perspective.

Some examples:

- Digital/Innovation
- Healthcare
- Technology
- Crisis
- Talent
- Purpose

## Primary agency sponsorship (exclusive): \$5k

- Feature-length coverage of the specific issues in play, including comment from relevant APACD members and agency sponsor.
- Distribution of the content across our audiences, including specific emails to our Asia-Pacific readership and to APACD membership.
- Paid promotion of the coverage across our social media channels.
- Sponsor branding on the coverage and email.
- Podcast with agency sponsor, discussing findings from the feature.
- 1 piece of Sponsored Content.

## Secondary non-agency sponsorship (exclusive): \$2.5k

- Feature-length coverage of the specific issues in play, including comment from relevant APACD members and non-agency sponsor.
- Secondary sponsor branding on coverage and emails.

