



CHAMBER STUDIO

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# CHAMBER STUDIO PACKAGES

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Greater Manchester  
Chamber of Commerce  
Connect. Communicate. Create.



CHAMBER STUDIO

 For more information, please contact: [alice.smith@gmchamber.co.uk](mailto:alice.smith@gmchamber.co.uk)

## INTRODUCTION

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### WHAT IS CHAMBER STUDIO?

Exclusive for GMCC Members, Chamber Studio is your opportunity to create video content with minimum hassle and at a competitive rate.

GMCC has developed 5 packages to suite all budgets and requirements, each package includes: • filming • editing • marketing support

Simply chose a package, book a filming date, prepare your content and present on filming day. You will receive your final video by 2 weeks after filming.

### DID YOU KNOW?

- 79% of all internet traffic will be video content by 2019
- Recipients are 60% more likely to open an email if it contains video
- Recipients are 10 times more likely to retain information by watching video that reading text

To help you develop attention grabbing, informative and effective content, have a look at our guides on presentation techniques and content development.

If you have any questions, please email your query to [alice.smith@gmchamber.co.uk](mailto:alice.smith@gmchamber.co.uk) and we will get back to you.

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**SUMMARY TABLE**

PACKAGE	LENGTH OF FILM	LOCATION OF FILMING AND FORMAT	FORMAT OF PRESENTATION	FILMING AND EDITING SPEC
<b>BRONZE</b>	Up to 2 minutes Plus, bonus 20 second highlights	Elliot House, Deansgate	Presenting to camera	1 Trained GMCC staff to film. 45-minute shoot. Member branding and other images provided to be included in the edit.
<b>SILVER</b>	Up to 15 minutes Plus, bonus 20 second highlights	Elliot House, Deansgate OR Venue of the GMCC event	Either presenting to camera or presenting to an audience at a GMCC event	1 EY3 Media staff to film. Member branding and other images provided to be included in the edit.
<b>GOLD</b>	Up to 3 minutes Plus, bonus 20 second highlights	At the place of business within Greater Manchester	Presenting to camera, plus cut always to relevant areas of the business	Full pre-production consultation, planning, site recon. Filmed by 2 EY3 Media staff on 2 cameras including a steady cam. Half day shoot. Member branding and other images provided to be included in the edit. Option of royalty free music. 1 opportunity to make changes to final edit.
<b>START-UP ADVANTAGE AVAILABLE TO BUSINESSES IN THEIR FIRST 2 YEARS OF TRADING</b>	Up to 3 minutes Plus, bonus 20 second highlights	At the place of business within Greater Manchester	Presenting to camera, plus cut always to relevant areas of the business	Filmed by 1 EY3 Media staff on 2 cameras including a tripod and handheld. 2-hour shoot. Member branding and other images provided to be included in the edit. Option of royalty free music. 1 opportunity to make changes to final edit.
<b>PANELS AND DEBATES</b>	To be discussed at point of booking Plus, bonus 20 second highlights	At the event venue within Greater Manchester	Filming of the discussion and audience questions	Filmed by EY3 Media on 2 or 3 static and moving cameras. Additional lighting. Zoom sound capability. Member branding and other images provided to be included in the edit.

**BRONZE PACKAGE** Exclusively available to members of GM Chamber.

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Our entry level Chamber Studio. Perfect for introducing a new product, service or an introduction to your company. Remember, value added is best. Please refer to our top tips for creating attention grabbing and interesting content.

**INCLUDES**

1x 2 minute video • 1x 20 second bonus social media trailer of highlights

**FILMING SPEC**

1x static shot filmed on a tripod • shot at Elliot House by trained GMCC staff •  
45 minute filming slot allocated • Room hire is complimentary

**EDITING SPEC**

EY3 Media to edit, sync and mix sound • GMCC Chamber Studio branding added •  
Member branded slide added • Additional slides and images by you will be included

**GMCC MARKETING SUPPORT**

File provided in MOV or MP4 format • Film included on Chamber Studio YouTube channel  
• Film listed on GMCC website • 2 mentions of the film on GMCC digital media platforms

**COST**

Member Price - £150 Prices are excluding VAT

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**SILVER PACKAGE** Exclusively available to members of GM Chamber.

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Are you speaking at a GM Chamber event? Why not spread your message out even further with our Silver package?

**INCLUDES**

1x 2 - 15 minute video • 1x 20 second bonus social media trailer of highlights

**FILMING SPEC**

1x EY3 Media staff filming on one tripod camera at an event • Location of filming can be at Elliot house or elsewhere across Greater Manchester

**EDITING SPEC**

EY3 Media to edit, sync and mix sound • GMCC Chamber Studio branding added • Member branded slide added • Slides & images provided by Member added

**GMCC MARKETING SUPPORT**

File provided in MOV or MP4 format • Film included on Chamber Studio YouTube Channel • Film listed on GMCC website • 4 mentions of the film on GMCC digital media platforms

**COST**

Member Price - £250 Prices are excluding VAT

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**GOLD PACKAGE** Exclusively available to members of GM Chamber.

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The Gold package gives members real elbow room to create a film which will be sure to stand out from the rest with advanced filming and editing spec.

**INCLUDES**

1x 3 minute video • 1x 20 second bonus social media trailer of highlights

**FILMING SPEC**

Production manager off-site for planning and scheduling • Pre-production carried out by EY3 Media including: site visit, consultation with member, location review, lighting check, storyboard production schedule • 2x EY3 Media staff filming using Steady Cam • Additional shots captured of numerous areas of the business • Lighting set up • Director on shoot • Half day shoot

**EDITING SPEC**

EY3 Media to edit, sync and mix sound • GMCC Chamber Studio branding added • member branding included • member images and slides included • Option for royalty free music to be included • Links to website and social media added • 1x opportunity for Member to request edits

**GMCC MARKETING SUPPORT**

File provided in MOV or MP4 format • Film included on Chamber Studio YouTube Channel • Film listed on GMCC website • 10 mentions of the film on GMCC digital media platforms

**COST**

Member Price - £2000 Prices are excluding VAT

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**START-UP ADVANTAGE** Exclusively available to members of GM Chamber.

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This offer is available to members who are in their first two years of trading. Do you want to show off new premises, introduce your staff, demonstrate a product or process? Chamber Studio will visit and film at your business premises.

**INCLUDES**

1x 3 - 15 minute video • 1x 20 second bonus social media trailer of highlights

**FILMING SPEC**

1x EY3 Media staff filming at business location within Greater Manchester • 2 hour appointment  
Tripod and handheld camera used for filming • Additional shots captured of various relevant areas of business.

**EDITING SPEC**

EY3 Media to edit, sync and mix sound • GMCC Chamber Studio branding added • Member branded slide added • Slides & images provided by member added • Option for royalty free music to be included • 1x opportunity for Member to request edits

**GMCC MARKETING SUPPORT'**

File provided in MOV or MP4 format • Film included on Chamber Studio YouTube Channel • Film listed on GMCC website • 6 mentions of the film on GMCC digital media platforms

**COST**

Member Price - £600 Prices are excluding VAT

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**PANELS AND DEBATES PACKAGES** Exclusively available to members of GM Chamber.

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Are you hosting a debate or panel discussion? This package is perfect for capturing the narrative of your event. Including multiple cameras to capture audience reactions, to-and-fro debating as well as editing spec that will allow for additional imagery to be layered over the top and sponsor branding to be added. This package will complement your event perfectly.

**INCLUDES**

1 x video - length of time appropriate to the event • 1x 20 second bonus social media trailer of highlights

**FILMING SPEC**

Between 2 and 3, static and moving cameras filming participants and audience filmed • Additional lighting • Zoom sound capability

**EDITING SPEC**

EY3 Media to edit, sync and mix sound • GMCC Chamber Talks branding added • Member / sponsor branding included • Images and slides included

**GMCC MARKETING SUPPORT**

File provided in MOV or MP4 format • Film included on Chamber Studio YouTube Channel • Film listed on GMCC website • 8 mentions of the film on GMCC digital media platforms

**COST**

Member Price - £900 Prices are excluding VAT

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Greater Manchester Chamber is the largest in the UK with over 4800 members. The marketing team works across all channels and over the last few years has seen rapid growth in its social media engagement, with over 30,000 followers across Twitter, LinkedIn, Instagram and Facebook. With a Klout score of 67, the Chamber sees its social media, marketing and communication channels as being integral to supporting businesses and organisations who partner with us.

## OUR OUTREACH – A quick snapshot

**SOCIAL MEDIA:** We connect with a large percentage of our audience through our social media channels.

**30,000+**

FOLLOWERS IN TOTAL

**21,000+** TWITTER FOLLOWERS

**9,500+** LINKEDIN FOLLOWERS

**1,000+** FACEBOOK FOLLOWERS

**1,000+** INSTAGRAM FOLLOWERS

**This year's  
dinner was  
trending  
nationally  
on Twitter.**

**67**

KLOUT SCORE OF 67

## THE BRIEF E-NEWSLETTER



The Brief is one of a suite of e-newsletters that forms part of the Chamber's regular communication channels. The twice-weekly e-newsletter goes out to more than 11,000 recipients every Wednesday and Friday – with over 72000 monthly emails sent in total.

**72,000+**  
MONTHLY EMAILS

**11,000+**  
DISTRIBUTION LIST,

## OUR MEMBERSHIP BASE

We have a membership base of over 4800 member businesses who regularly engage with us across our channels.

GM Chamber members make up over a third of Manchester's workforce – with over 330,000 employees across our membership base

### GMCC Website \* Nov 2016

Monthly Site Sessions – Approx 17,500

Monthly Page Views – Approx 46,000

Average Number of Users – Over 10,200