OFFERINGS

Partnerships, communications and programmes that get results

For institutions, brands and organisations
Mankiran K Dhillon | mankirandhillon.com

OFFER 01

Strategic partnerships

Find the right partners, structure the deal, and keep the alliance working after the signing.

What you get

- Partner map, partnership strategy, pillars and shortlist of target organisations
- Pitch deck and outreach for first meetings
- Agreement framework and activation plan

Proof

- 20+ exclusive industry partnerships (BoF, Adobe, Wacom, FICCI Frames)
- INR 10 crore (US $1.10 million) partnership budget, 10% cost savings
- INR 40 lakh (US $43,000) CSR funding raised from ONGC

OFFER 02

Programme, module & workshop design ★

Experiential learning programmes or modules with clear outcomes, from a one-day workshop to a semester-long series.

What you get

- Programme blueprint: modules, format, learning outcomes
- Facilitation kit, activities and toolkits
- Industry and brand tie-ins built in (as needed)

Proof

- 6-module sustainability series for Jaggery
- Design Discovery Club at BITS with 12+ industry partners
- 10+ workshops with Fashion Revolution with global audience, 1,000+ participants engaged

★ This indicates star offerings. These are truly engaging and experiential; do try it out!

OFFER 03

Communications strategy & campaigns

A clear message, the right channels, and a campaign people take part in.

What you get

- Positioning and messaging framework
- Campaign concept, calendar and PR plan
- Channel strategy: Instagram, LinkedIn, YouTube

Proof

- National digital campaign launch with the British Council with Fashion Revolution India book launch
- ELLE Sustainability Awards for team 2023 for campaign work
- Networking and annual flagship events communcations

OFFER 04

Content & Thought Leadership

Articles, editorial and LinkedIn content that make your organisation the voice on its topic.

What you get

- Editorial calendar and topic map
- Articles, op-eds and LinkedIn pieces in your voice
- Newsletters and publications

Proof

- 300+ SEO-aligned articles for Strate and MBA ESG
- BITS Design Careers, profiling 10+ designers
- Newsletters and articles for various organizations.

OFFER 05

Launch & Website Communications

A digital home and launch communications for a new programme, initiative or school.

What you get

- Website structure and full copy
- Launch plan: newsletters, social, feature articles
- Stakeholder and partner communications

Proof

- World Design Protopolis: wdp.wdo.org
- Website content only revamps for Strate and MBA ESG
- Content managed to align with required UX, SEO and messaging

OFFER 06

Social Media & Content-Led Traffic

Social content built from your articles and web content, to bring audiences to your site and keep them coming back.

What you get

- Social strategy and calendar built from your articles
- Carousels, short-video scripts and voiceovers
- Agency and in-house team managed to produce and publish
- Traffic plan: social to article to website, tracked

Proof

- Fashion Revolution India: social media for 2–3 years, including two Fashion Revolution Weeks, 35,000+ followers
- World Design Protopolis: carousels published on WDO channels
- Strate School of Design: voiceover and social content

What else?

Others points we can work on:

You can also explore from:

- **Monthly communications partner (retainer):** a fixed monthly scope covering content, copy and partnerships, as discussed and finalized.
- **Panel and event programming:** speakers, panels, workshops, moderation for events.
- **CSR programme design:** want to spend your CSR funds or design CSR strategy that aligns with your organizational values and mission? Let's connect. For instance, for an educational institution, CSR strategy focused on skill development and knowledge building; hence,CSR budgets went into building skill labs for women inmates at Tihar Jail and other organizations.
- **Publications and toolkits:** can conceptualize and design coffee table books, brochures for educational institutions, career book, alumni books, zines, toolkits or sector guides.
- **Website messaging audit:** an easy start to learn about each other, this is a 2-week step to get started on a strategy plan.

Start small

Three low-risk ways to begin. Each can grow into a full engagement.

Audit

A 2-week review of your communications or partnerships, with a prioritised action plan.

INR 33,000 || US $366

Pilot

One workshop or one module, designed and delivered with your team.

Starting
INR 55,500 || US $ 600

Content starter

Three articles or LinkedIn pieces in your voice, with an editorial plan.

Starting
INR 33,000 || US $366

Costs do not include taxes or international transfer fees; these are starter packages; please reach out for more details.

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