



ADAM SMITH

PANMURE
HOUSE

PANMURE HOUSE PRIZE - COMMUNICATIONS & MARKETING

OVERVIEW

This is the Communications and Marketing document referred to in clause 6.4 of the Panmure House Prize terms and conditions which you have entered into with Heriot-Watt University (“**HWU**”). This document should be issued to your communications team immediately upon confirmation that your institution has accepted the Panmure House Prize (the “**Prize**”).

MANAGEMENT OF COMMUNICATIONS

The timing of the announcement of the Prize, award and winner remains the decision of HWU and will be communicated to the winning institution at the earliest opportunity. The winning institution is required at the time of acceptance of the Panmure House Prize terms and conditions, to provide key contact name/communications lead to support media activity and other external engagement. In the event that your institution wins and accepts the Prize, the communications lead will be informed of the awarded Prize in advance of all public media announcements. The announcement will be under strict embargo.

ANNOUNCEMENT OF AWARD

The date and time of the announcement will be issued by HWU. Where possible this date and time will be selected on the basis of an effective time of day for both HWU and winning institution audiences. HWU will make the announcement through press release and social media. We encourage winning institutions to share the news widely with their networks. HWU will provide a media pack to support PR activity. The media pack will provide social media assets and suggested text and relevant hashtags and organisational tags.

PUBLIC ENGAGEMENT AT THE RESULTS MEETING

Post announcement by HWU, we encourage the principal researcher and the winning institution to post updates on progress and add relevant hashtags and organisational tags (see crediting and brand guidelines).

Results Meeting

This is the presentation of your institution’s research results given by the principal researcher. It takes place over two days and involves private review of results with the Judging Panel and a public presentation streamed live from Panmure House, Edinburgh.

- Suggested engagement here might be to post about your institution and the principal researcher's visit to Panmure House in Edinburgh, the remaining home of Adam Smith. Sharing and discussing live stream of the public presentation.

CREDITING & BRAND GUIDELINES

When promoting the Prize, the winning institution and the principal researcher must reference Panmure House, HWU and Baillie Gifford (if required) in all publicity materials, presentations or published results relating to the project or the Prize. If you wish to display Panmure House, HWU and Baillie Gifford logos you must request these directly from Panmure House or HWU.

SHORTLIST & INSTITUTION ASSETS

Once your institution is informed that you have been shortlisted for the Panmure House Prize, HWU may promote the principal researcher and institutions. The institutions communications lead should provide the following **within one week of notification from HWU**:

- A professionally taken photograph of the principal researcher (please see examples below of the type of photographic quality and style).
- Brand guidelines and a high-resolution copy of the winning institution's logo.
- The researcher may also be asked for a short video for social media, describing their research.

Once your institution is informed that you have been awarded the Panmure House Prize. The institutions communications lead should provide the following **within one week of notification from HWU**:

- A statement or quote from an institution leader such as Chancellor, Principal or Dean
- A statement or quote from the principal researcher
- A biography of the principal researcher (please see examples below of the length and type)

BIOGRAPHY EXAMPLES

Biographies should be approximately 200-500 words in length and highlight the achievements of the principal researcher. Please see two examples below. You can also find more examples from the [Panmure House Prize Judges](#).

CHAIR- JAMES ANDERSON

Panmure Prize Panel Chair

James is Managing Partner and CIO – Innovation at Lingotto Investment Management.

James graduated from Oxford University with a BA in History and after postgraduate study in Italy and Canada he gained an MA in International Affairs in 1982.

He joined Baillie Gifford in 1983 and became a Partner in 1987. He became Manager of [Scottish Mortgage Investment Trust](#) in 2000 until 2022.

James is a Trustee of the Johns Hopkins University. He has also served as a member of the Advisory Board of the government sponsored Kay Review and as Chair of the subsequent industry working group that set up the UK Investor Forum. James Anderson was elected Chairman of the Kinnevik Board in 2021 and he is also Senior Advisor to the Board of Antler Group

MORE ABOUT DR GANESH

Dr. Aravind Ganesh is a Vascular and Cognitive Neurologist. He completed his MD degree at the University of Calgary, followed by a DPhil in Clinical Neurosciences at the University of Oxford's Centre for Prevention of Stroke and Dementia as a Rhodes scholar. He earned an Associate Fellowship from the United Kingdom's Higher Education Academy through his teaching contributions at St John's College (Oxford). He completed his neurology residency in Calgary, followed by a combined fellowship in stroke and cognitive neurology, funded by Alberta Innovates and the Canadian Institutes of Health Research.

Dr. Ganesh is a Fellow of the Canadian Stroke Consortium, and is actively involved in the development of best-practice guidelines for stroke and dementia care. His clinical research is focused on the natural history, prevention, and treatment of stroke and cognitive impairment. He is passionate about medical education, and serves on the editorial boards of *Neurology*, *Neurology: Clinical Practice*, and *Stroke*.

PHOTOGRAPHY EXAMPLES

We will require a professional colour head and shoulders photograph of the principal researcher, with a soft focus or grey, white or black background. Please see examples of those taken of the [Panmure House Prize Judges](#) and the [Inaugural Winner](#).



HIRO MIZUNO



RENOSI MOKATE, PHD



DAVID TEECE, PHD



SARAH KEOHANE
WILLIAMSON, CAIA, CFA

