**PM Intro:**

Good morning...My name is XXXX and I’m a Projects Director at **Construction Digital** magazine. How are you?

Did you receive my email yesterday regarding the project we are currently working on with **(Executive)?**

You did? Great, have you spoken to them about the project at all or would you like me to give you a brief overview?

Ok, well let me just quickly walk you through the project from my perspective...

I have recently been working closely with **(Executive)** in relation to the coverage we are giving to **(Industry Coverage)** for the next issue of **Construction Digital** Magazine, and as part of this coverage it has been agreed that we will be producing a major, editorial feature giving an overview of your company based around an exclusive interview with **(Executive)**.

Once published in both magazines we will take the article back in to our design studio and reproduce the content for you into a bespoke ‘Digital Corporate Brochure’ with a professionally designed front and back cover, including your logo, contact details and so on, which we will then supply back to you as a Hi-Res PDF that you can take and upload on to your own corporate website or print to use hard copies of the report at trade shows, events or marketing exhibitions etc.

**PM Close:**

Now, one thing we do ask as part of the project, which is where **(Executive)** has said that you would be the best person to help me, is that, as part of our coverage of your company and the industry, he has agreed that we can invite some of the companies that you work closely with, on either a supplier, sub-contractor or business vendor basis, to see whether they may wish to be included in the project with either an advertisement or sponsorship for themselves.

Now, this is only done with the backing and support of your business and as such **(Executive)** has agreed that we can write to these companies on his behalf in order to introduce the project and make them aware of the potential marketing opportunity for their business. Also, I must stress, there is absolutely no obligation for them to take part. This is not an exercise in drumming up support advertising for your article. The opportunity is purely an invite and only the companies that see the full, commercial benefit to their business are encouraged to take part.

In order for us to identify these companies we have created a vendor guide and spreadsheet which I have attached to the email I sent yesterday, these documents usually help in the preparation of the information and tie in with the areas of the business we will be covering in our interview with John.

We generally ask to write a full mix of vendors based on this guide and the critical information that we need is:

* Company name
* Most senior contact available
* Telephone number
* Email address

***\*\*Note – Get PM to open attachment and then walk them through the Vendor guide explaining what you need.***

**PM Alternative Close:**

Alternatively, we can look at the relationship you have with these companies on a ‘Spend Level’ and this is sometimes easier when compiling the information. The way this would work is that we would ideally look to invite companies that you spend £50k plus per year with, somewhere around 30 to 40 companies I would guess ***(judge this on the size of the business and change accordingly, going no lower than 20)***. If you could draw a line under the relevant companies and ‘copy and paste’ their details on to the Supplier List Check sheet provided, this will undoubtedly make the whole process a lot less time consuming for you.

Obviously, like any publication we have editorial deadlines to work to and ideally we would like to give 2 weeks for the invited vendors to make a decision on this opportunity. In order that our deadlines are met, would it be possible to send me the list over within the next 48 hours?

Great... Well thank you for your time. Are there any questions before I go?

Ok, well then I look forward to receiving the information by the close of business tomorrow. By the way, what I will do is give you a quick call once it comes through in case I have any questions or there is anything that I don’t understand.

Thanks again...