THOUGHT LEADERSHIP WITH THE IMAREST

SURVEYS | ROUNDTABLE DISCUSSIONS | REPORTS

- Flexible and adaptable format with minimal risk
- Blending quantitative and qualitative analysis
- Access to unrivalled community of well-informed industry professionals
- Authoritative reporting leading to extensive media coverage
WHAT’S THE PROBLEM?

There are often cases where organisations want to analyse emerging trends with a view to developing new solutions and services or to positioning themselves as thought-leaders and setting an agenda. Sometimes feedback from end-users and frontline personnel is needed for the purposes of ongoing product development and refinement.

Companies breaking into the maritime industry for the first time or existing players looking to expand into new areas or markets often struggle with developing a name for themselves. Local government agencies and regional bodies charged with fostering the growth of their locality need creative and inspiring ways to promote and enhance their reputation.
WHAT'S OUR SOLUTION?

IMarEST roundtable events have proved to be a remarkably effective tool for simultaneously conducting market research and promoting your agenda. They are a highly flexible format and can typically be planned and executed at lower cost and with lower risk than organising your own event.

They have a better signal-to-noise ratio than booking a slot in commercial conferences, where your message can easily end up lost or diluted in a torrent of rushed PowerPoints, and where opportunities for meaningful conversations are limited.

Our roundtable events let you reach a targeted audience and communicate with nuance. Crucially, by enabling two-way dialogue, they generally result in a higher level of participant engagement and offer a solid foundation for building new relationships.
WHAT TO EXPECT?

IMarEST roundtable events are more than a talking shop. In cooperation with the client, we can preface the main gathering with an online survey. This helps maximise engagement and generates a body of preliminary data and feedback, which can be utilised to steer or adjust the discussion agenda. To date we have held events in London and Singapore, and provide facilities for participants to join remotely.

After the roundtable has taken place, we can produce a report that outlines the main debating points, highlights key findings, and incorporates results from any online survey. Mixing quantitative and qualitative methods has proved to be an effective strategy for producing compelling marketing material.
WHAT’S THE IMPACT?

Producing a tangible report results in long-lasting impact and profile boost. Previous reports produced on the back of IMarEST roundtables have garnered coverage in major publications in the trade press, a spread of international news outlets, and bulletins from adjacent industries. Several clients found the events were highly conducive to generating commercial leads, and opening doors into new industry sectors.
WHY WORK WITH US?

The IMarEST has a global membership in excess of 22,000 marine professionals cutting across a wide range of industry verticals including merchant shipping, the oil and gas business and burgeoning offshore renewables sector. Marine scientists, environmental specialists and other academic researchers are also well represented.

The IMarEST regularly provides impartial technical input to the maritime industry’s regulatory bodies, such as the International Maritime Organization (IMO) and other UN-affiliated intergovernmental organisations. It frequently contributes to government and industry consultations. Typically, these inputs are formulated by the IMarEST special interest and working groups based on the expertise held within the broader membership base. We use a similar approach in our roundtable events.

Partnering with a learned society like the IMarEST can also lend credibility to the discussion and attract participants who may be put off from attending an overtly corporate event. Our independent standpoint may lead to enhanced media coverage of any research outcomes disseminated into the public domain.
CASE STUDY

Client: Clyde & Co
Project: Technology in Shipping
Objective and scope: Survey, roundtable discussion, report

Clyde & Co, a global law firm, wanted to raise its profile among professionals and key decision-makers working in the maritime industry. It approached the IMarEST with the idea of producing a report that described emerging technological trends and their potential impact on the way the shipping industry operates.

Method: A survey was put together by the IMarEST technical team on the themes of automation and digitalisation, navigation and unmanned ships, cybersecurity and green technologies. This was sent out to the Institute’s members to gauge their views on these impacts. The results formed the basis of the roundtable discussion held at Clyde & Co headquarters in November 2017.

Impact: A report was produced that distilled the key learnings and outcomes from the discussion. Subsequent to its publication Clyde & Co were able to write four press releases honing in on different topics. Spread out over seven months, these releases resulted in:

- 2,900+ downloads of the report
- 60+ press placements
- 3 speaking invitations

“This campaign was one of the most successful thought-leadership pieces in Clyde & Co’s history, and still holds the top position for reads. Through seeking partnership with IMarEST we reinforced our reputation in the marine technology space through a compelling report, and also access to a broader audience we’ve not previously tapped into.

The PR performance was incredible with over 60 placements, and the social media campaign helped us establish new, high-quality connections on LinkedIn. One of our partners has secured a conference speaking slot, as well as the chance to present on her article to a number of key clients.”

Elizabeth Steel, Business Development Manager, Clyde & Co LLP
“Writing a paper on autonomous shipping and carriage of goods as part of the Technology in Shipping campaign led to me presenting on the topic for clients and industry experts in a number of forums. These presentations have been some of the liveliest and most thought provoking I have ever been involved in. It is great to see the industry so engaged in the debate and to hear ideas and thoughts from across the spectrum; from former mariners and engineers with genuine and credible concerns about how we ensure safety and expertise through to technophiles who see nothing but opportunity. It has been great to be involved in a project which focuses solely on the future.”

Jessica Maitra, Partner, Clyde & Co.
Mitigating the Skills Gap
In 2013 IMarEST held a roundtable to examine the skills gap in the UK marine and offshore oil and gas sector. The event generated an estimated £260K value in leads for the key sponsors and a significant and enduring boost in their global profile, with the outcomes of the discussion still being cited and written about in trade press for nearly one year after the event. The report itself became the seed for establishing the Marine Industries Alliance Skills Group, an industry working group that reports back to the UK government’s Department of Business Innovation and Skills.

Defining Big Data
The IMarEST held a roundtable aimed at exploring the implications of big data and related digital technologies for the marine sector. In addition to highlighting key concepts necessary for harnessing data analytics in a maritime setting, participants had the opportunity to discuss probable challenges and share insight and experience.

Making the Green Agenda Pay
In 2014, Colfax Fluid Handling wanted to gauge the industry’s understanding of, and appetite for, investing in ‘Green Initiatives’. An IMarEST roundtable facilitated a wide-ranging discussion on ship fuels and emissions. The key findings were extracted and consolidated into a neutral report, which supported the client’s thought-leadership strategy, and went on to generate substantial commercial leads.

Safety and Sustainability in the Arctic
As part of London International Shipping Week 2016, the IMarEST held an invitation-only roundtable focused on the safety and sustainability challenges resulting from the steady expansion of shipping and offshore activities in the Arctic region.
PREVIOUS ROUNDTABLE DISCUSSIONS AND REPORTS

Addressing the skills and training shortages in the shipping industry
The IMarEST, together with Bernhard Schulte Shipmanagement (BSM) Singapore, held a high-level round table discussion to discuss the key issues surrounding cadet training and what the shipping sector needs from newly qualified personnel. The event discussed how to bridge the knowledge gap between the education and training of cadets making the step into industry for both the engineering and the deck career routes.

Green Ship Technologies
The IMarEST hosted a roundtable discussion with the UK Science & Innovation Network (SIN) Southeast Asia in Singapore to investigate the approach to ‘Green Ship Technologies’ in the Asia and the Far East market. In addition to a comprehensive technical discussion, this event sought to identify differences in attitudes and drivers specific to the region.

Autonomous Shipping
An industry-wide survey followed by a round-table discussion held during Singapore Maritime Week in 2018 led to the production of a landmark report on the human impact of autonomous technology in the shipping industry. Input from senior figures in shipping companies, class societies and regulators informed a deep-dive analysis of greater automation and machine intelligence, which has potential to reshape vessel operation in coming years and decades.
THOUGHT LEADERSHIP WITH THE IMarEST

We offer a range of thought leadership services including conducting surveys, survey analysis, producing reports and putting on events such as roundtable discussions.

Survey
An independent survey to test a topic and generate statistics for further content.

This includes:
• You will be given a consultation with an IMarEST Senior Technical Advisor and member of the Technical Leadership Board (if appropriate) to develop the objectives and scope of the survey
• The IMarEST will work with you to develop the survey structure and questions
• We will distribute the survey to our entire membership (22,000+ marine professionals) and other contacts
• We will issue a press release and social media campaign to promote the survey and get quality responses.
• The IMarEST technical staff will provide a report of the survey results. NB: This does not include analysis and interpretation of the results

Roundtable Discussion Event
A structured discussion hosted by the IMarEST and you with invited relevant key parties to address issues, document best practice or deliver industry thought-leadership/recommendations.

This includes:
• We identify, recommend, secure and brief a suitable Chair for the event
• We produce a recommended target list of roundtable participants to cover all key areas of discussion and will send out invitations
• We cover event organisation and logistics, including production of delegate packs with sponsor promotional material
• We develop the agenda and format for the discussion
• We organise room provision and catering as appropriate (e.g. breakfast or lunch and refreshments)
• We issue a press release and social media campaign before the event to promote the topic and give your organisation greater visibility.

Thought Leadership Report
We will develop and publish an industry report from the findings of an IMarEST survey or roundtable event.

This includes:
• The IMarEST technical team will produce a thought-leadership report, analysing and interpreting the findings from the survey and/or roundtable discussion.
• The report will be designed and published by the IMarEST and dual branded with your organisation.
• We will promote the report findings in an editorial piece featured in our member magazine – The Marine Professional – and in our online newsroom and social media channels. We will also issue a press release to announce the report findings.
• You will receive digital and print-ready files of the report for further promotion and marketing.