

Medilink Midlands

Membership Marketing and PR Toolkit



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1. INTRODUCTION

Medilink Midlands is a membership organisation with over 20 years' experience as the region's specialist, not-for-profit provider of medtech and life sciences innovation business support.

With a vision to stimulate the growth of the medtech and life sciences sector by developing clusters and ecosystems to help companies establish, develop and grow, through our support, connectivity and collaboration.

Medilink Midlands has an extensive outreach to the medtech and life sciences community, on a regional, national and international scale.

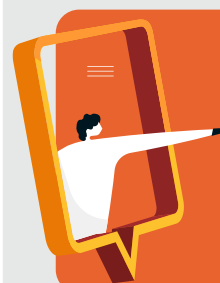
With strategic partners across academia, industry, NHS and government, equipping us to be the 'Voice of Industry'.

ENHANCED OPPORTUNITIES FOR PATRONS:

- Logo on our home page and marketing materials
- Dedicated webpage profile
- Dedicated Patron Spotlight email campaign to our mailing list
- Opportunity to host a Medilink Midlands event



MEMBERS CAN BENEFIT FROM EXPOSURE ON THE FOLLOWING CHANNELS:



SOCIAL MEDIA

4,300+ LinkedIn and 3,000 X followers

NEWSLETTER SUBSCRIBERS

5,000 +
and shared across LinkedIn



2200+

LinkedIn newsletter subscribers and growing!

PARTNER PUBLICATIONS

Medilink Midlands works with various national medtech focused publications (print and digital)



For national and overseas related news, where appropriate we can share across our Medilink UK partners, located in the North of England, South East, South West and Wales

2. WHERE CAN YOUR CONTENT BE SHARED?

Email Marketing

- **Newsletter**
Feature in the News and Opportunities section of our bi-weekly newsletter, which goes out to 5,000+ contacts across our network each send.
- **Member Spotlight**
An opportunity to shine a spotlight on the Medilink Midlands Membership. Each month, we profile members on a rotating basis, including their logos, short bio and website in the email campaign.
- **Member-only Comms**
An exclusive monthly member newsletter, via the Member Portal - to keep up-to-date and ensure you are reaping the benefits of being part of our network.
- **Events Bulletin**
A bi-weekly email, enabling you to hear the latest developments on Medilink Midlands and our partner event activity.

Website

- Member News and Opportunities are featured on our website, [here](#)

Social media

Content provided by members for use on social media will be evaluated to determine the relevance to our audience, and how this aligns with Medilink Midlands marketing activities. A priority focus is funding and opportunities.

3. WHAT WE ARE LOOKING FOR

News stories

These should be timely, relevant and have significance for a business, industry or community. *Examples include:*

- Growth – new jobs, new premises, geographical or sectoral expansion, turnover growth, mergers and acquisitions
- Case studies – examples of innovation, collaboration
- Unique research, data and analysis
- Appointments or promotions of key staff
- CSR/ESG engagement
- New products, services, partnerships, events
- Success stories – awards, certification, contract wins

Thought leadership and advice articles/blogs

These are opinion articles authored by a senior representative within an organisation and written in first person.

Contributions must be either:

- Advice-driven
- Thought-provoking
- Opinion-based
- Newsworthy
- Educational

Opportunities

- Funding opportunities and competitions
- Tenders
- CSR/ESG opportunities
- Job vacancies
- Useful and sector-specific events



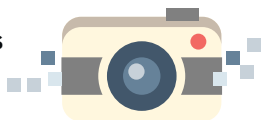
BE PART OF THE CONVERSATION

[in](#) @Medilink-Midlands [X](#) @MedilinkMids

4. WHAT ELSE YOU NEED TO KNOW

Images

When sending PR, please attach images (JPEG or PNG) in high resolution.



Editing

- All contributions will be proofread and edited by the Medilink Midlands marketing team in accordance with its house style.
- We may hold articles back depending on urgency and space availability on the Medilink Midlands channels

Member offers

Medilink Midlands members can access exclusive offers and benefits via our website [here](#).

For further information about our member offers, please contact membership@medilinkmidlands.com.

KEY POINTS TO REMEMBER:

- **A news story isn't a sales pitch** – there should always be a news hook
- **Details should be tangible, timely and evidence-based**
- **Take a factual tone** – opinions should only go into quotes
- **Write in the third person** – and include full names and job titles for people quoted
- For thought leadership articles, **authors should write freely**, be conversational and use this as an opportunity to position themselves as an expert
- Opportunities and thought leadership articles must be **relevant to businesses in the medtech and life sciences sector**

MEMBER PORTAL

Introduced in 2025, the Member Portal offers space to put members in control. Through interactive forums, marketplace offers, access to exclusive content, plus much more!

SIGN UP
HERE:



START SHARING



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FIND US

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