

THINKTANK[■]

BUSINESS_IDEAS_STATE_DEVELOPMENT



Best ideas for **business**
and **public administration**

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WHAT IS **THINKTANK** IN POLAND?

THINKTANK is a platform for dialogue, exchange of ideas and best practices in management, innovation, leadership and communication for leaders from business and public administration.

The concept was given shape in 2009 in the form of a publishing house, an expert institution and a platform for dialogue between leaders in business and public administration.

THINKTANK Magazine reaches 5000 Polish decision makers, half from public institutions (the President's Office, the Prime Minister's Chancellery), and the other half from the private sector. We cooperate with partners such as Lewiatan, the biggest nationwide representation of employers to the state and trade unions, the United Nations Development Programme, NGOs such as the Center for International Relations Foundation as well as Polish and international thinktanks, ministries, and foreign embassies.

Through cooperation with experts from both **Polish and international institutions**, THINKTANK conducts a thorough analysis and presents the most relevant trends for **its Polish and foreign readers** every quarterly.

Several activities are undertaken under the umbrella of the project, such as:



➔ **THINKTANK MAGAZINE**

THINKTANK Magazine is a quarterly available only through subscription and membership in the THINKTANK Club. It presents **trends, analyses and case studies**, which help better management in Polish conditions. Heads of companies and public institutions, specialists from various fields of management, public policy makers, mayors, and entrepreneurs contribute articles to the magazine.



➔ **REPORTS AND PUBLICATIONS**

THINKTANK reports are analytical projects carried out independently or together with partners (public and private institutions), wherein aspects of management are examined in detail. Annually, we publish **over a dozen in-depth reports**, both in Polish and English, covering issues such as public policies, development strategies and innovation.



➔ **RESEARCH**

THINKTANK's research team conducts its own studies and carries out projects with external partners on leadership in Poland, innovation and communication strategies of both public and private institutions. The main goal of THINKTANK's research projects is to describe specific examples of **effective management techniques in Polish institutions**.



➔ **EVENTS**

THINKTANK organizes its **own conference projects**, i.e. an annual conference in December, and organizes discussions and meetings with external partners, i.e. Media Trendy (in cooperation with SAR, the Advertising Agencies Association) as well as PR Forum (in cooperation with the Polish Public Relations Consultancies Association).



➔ **PROJECTS**

An analytical outlook and expertise allows THINKTANK to be a viable partner with companies and institutions when it comes to conducting projects. **Cooperation** may include common execution of research and educational projects, publishing reports, organizing events. We also carry out our own long-term research studies.

Let's provoke thinking. Together.

THINKTANK publishes a quarterly magazine for decision makers in business and public administration and organizes discussions and debates for members of the THINKTANK Club. Moreover, we carry out more than a dozen special projects annually, financed by private and public institutions in different areas, such as: innovation, leadership, energy, public health, social policy, international relations.

There are four main areas, where we can cooperate:

- Organizing a **debate/breakfast meeting** with the participation of national or international authorities on business, public administration, communication & marketing or any topic previously decided on.
- Preparing a **Special Section** in THINKTANK Magazine concerning commercial or non-commercial topics.
- Preparing a **supplement or report** attached to THINKTANK Magazine on a selected subject, such as public policies, business, innovation, etc.
- Preparing an **INSPIRATION Report** dedicated to a selected country with special attention to case studies and success stories, showcasing aspects of cooperation between nations.

We also offer a vast range of advertising and promotion opportunities in THINKTANK Magazine, other THINKTANK publications and during THINKTANK Club events.

TALKING THOUGHTS OVER



THINKTANK entered the debate on modernizing economy, state institutions and companies with a big bang. Almost instantly it attracted noted authors and experts both from business and public administration. It fosters Polish discourse, where the mainstream media usually remains silent. It presents issues important for leaders who aim at better results.

dr Henryka Bochniarz, former presidential candidate and President of the Polish Confederation of Private Employers Lewiatan, a member of BUSINESSEUROPE.

THINKTANK SOCIETY

72% are business people • **25%** work in public administration • **64%** manage or co-manage a company or institution

12.2 thousand

This is the number of people who read THINKTANK Magazine – each copy is read by an average of 2.3 persons (mostly top managers and their closest co-workers)

359

This is the number of companies from the “List of 500 largest Polish firms” which employ top executives who read THINKTANK Magazine or participate in THINKTANK meetings

65

This is the number of debates and meetings that were organized by THINKTANK in 2010. They concerned issues related to strategies and leadership (34), marketing and communication (21) as well as public policies (10)

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