Case Study:
marketingManchester
Streamlining Processes with imageRelease

OVERVIEW

Marketing Manchester, the Local Visistor Economy Partnership (LVEP) promoting Greater Manchester, commissioned two photoshoots to highlight accessibility and inclusivity. With various models, venues, and public locations involved, managing the necessary image rights and permissions could easily have become a logistical challenge. To keep the process simple, Marketing Manchester used imageRelease, the online platform that makes it easy to collect, track, and store image rights and releases.

THE CHALLENGE

The shoots involved models, volunteers and venues, including Manchester Central, Voco Manchester, People's History Museum, the Lowry, and Dishoom.

In the past, this kind of project would have meant managing dozens of consent forms and email chains, creating a slow, fragmented process that risked errors and delays.

Marketing Manchester wanted a system that would ensure all permissions were completed while saving time for staff and collaborators.

THE RESULTS

- Permissions completed ahead of the shoot days.
- Significant admin time saved.
- Increased confidence that every image was fully cleared for use.
- Provided businesses and models with a smooth, professional experience.

SOLUTION

Using imageRelease, Marketing Manchester was able to set up both shoots, generate and send tailored release forms, and track all responses without needing any additional support.

The team used the system to send out release requests to all participants. 25 were completed and signed before the photos had even been edited.

"It has definitely saved a lot of time. I managed to get most of the releases signed and agreed ahead of the shoot day. After a brief explanation, everyone was happy to use it and there was no pushback."
**Andy Parkinson,
Marketing Manchester**

"IMAGERELEASE IS A REALLY EFFECTIVE TOOL FOR PEACE OF MIND"

🌐 imageRelease.uk