

The Future of Academic Publishers Research Report: Researchers' Perspective Toolkit

How authors disseminate their research is changing. Where does that leave academic publishers?

Join us in sharing this survey to understand the future of academic publishers from the perspective of the research community – part one in our new research series. The open access report will be published later in 2023. [Sign up to our content alerts to be notified when the report is ready.](#)

This [toolkit \(including the social and online images available to download\)](#) gives you suggested email, short and social text you can copy and paste or repurpose to fit your tone of voice and send to your researcher community. Make sure you share this far and wide to maximize the insights available to inform your strategy. **We encourage researchers from any discipline to take part.**

Get in touch

If you want banners in a specific size, would like to be involved as a sponsor and receive your own survey collector link so we can identify and send you anonymized results from your researchers, or have any questions – get in touch with Lou Peck: lou@internationalbunch.com.

The more this survey is shared amongst researchers, the richer the results across disciplines, continents and career stages. We really appreciate your support.

Looking for marketing tips and inspiration? Make sure you check out our [blog](#) and [YouTube](#) channel.

Contents

Email to share with your editorial board, information professionals and suppliers/vendors with research communities.....	2
Email text to send to Researchers – initial email	3
Email text to send to Researchers – reminder email	4
Email text to send to Researchers – final reminder email.....	5
Email signature banner text.....	6
Short text (e.g. newsletter).....	6
Social text for Researchers – initial text	7
Social text for Researchers – reminder text	7
Social text for Researchers – final reminder text.....	7

Email to share with your editorial board, information professionals and suppliers/vendors with research communities

Subject: What role do publishers have in the future of research?

Preheader: We need your help sharing this survey

Dear [Name],

How authors disseminate their research is changing. Where does that leave academic publishers?

We need your support.

Throughout early 2023, we will be sharing 'The Future of Academic Publishers Research Report: Researchers' Perspective' survey to understand the future of academic publishers. The open access report will be published later in 2023 by independent consultants The International Bunch.

You are integral to supporting this research and ensuring richer insights for the community's future. We encourage researchers from any discipline to participate, so we would welcome your support in sharing this survey with your research community.

Explore the [survey toolkit](#) with helpful resources and text with the survey links to save you time sharing this research with your research community. Make sure you share this far and wide to maximize the insights available to inform your strategy.

If you have any queries, please reach out to Lou and Megan at team@internationalbunch.com, and they will happily help.

Kind regards

[insert signatory – preferably a person's name, as this creates better resonance and is more personable.]

Email text to send to Researchers – initial email

Subject: What role do publishers have in the future of your research?

Preheader: Your opinion matters

Dear [NAME],

What do publishers really mean to you?

With changing technologies and ways to publish, authors are finding different ways to disseminate their research.

Your feedback matters to us.

We want to hear from you about what role publishers will play in the future of your research. This anonymized research by independent consultants, The International Bunch, will be shared open access so anyone involved in the research ecosystem can take and apply the learning from this report to inform their strategies. Be part of the voice that changes the future of academic publishing.

Please **take a few minutes to tell us about your experience and what role publishers have in the future with your research**. This unique opportunity will help us identify trends and insights to guide the academic publishing industry in supporting your future research.

Play your part – your opinion matters

Kind regards,

[insert signatory – preferably a person's name, as this creates better resonance and is more personable.]

P.S. **Looking to share this survey with your peers?** We encourage researchers from any discipline to take part. Simply copy and paste and share this link:

www.surveymonkey.co.uk/r/ResearcherSurvey2023Referral

Email text to send to Researchers – reminder email

Subject: Play your part in the future of academic publishers

Preheader: Have your say: time is running out

Dear [NAME],

Please **take a few minutes to tell us about your experience and what role publishers have in the future with your research.**

Take advantage of this unique opportunity to help us identify trends and insights to guide the academic publishing industry in supporting your future research.

The findings will be published in an open access report later in 2023 by independent consultants, The International Bunch. We encourage researchers from any discipline to participate, so do share with your peers.

Be part of the voice evolving the future of academic publishing.

[Play your part](#) – your opinion matters

Kind regards,

[insert signatory – preferably a person's name, as this creates better resonance and is more personable.]

Email text to send to Researchers – final reminder email

Subject: LAST CHANCE: be part of evolving academic publishing

Preheader: Final day to take part

Alternate preheader: The deadline is tomorrow, [NAME]

Dear [NAME],

Researchers from all over the world, across subject disciplines, have already taken part.

Your opinion matters to us.

Help us identify trends and insights to guide the academic publishing industry in supporting your future research. Independent consultants, The International Bunch, will publish the findings later in 2023 in an open access report.

Take this unique opportunity to **tell us about your experience and what role publishers have in the future with your research:**

www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

Be part of the voice evolving the future of academic publishing.

Kind regards,

[insert signatory – preferably a person's name, as this creates better resonance and is more personable.]

Email signature banner text

Option one:

What role do publishers have in the future of your research? Your opinion matters:
www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

Option two:

Be part of the voice evolving the future of academic publishing:
www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

Short text (e.g. newsletter)

What role do publishers have in the future of your research? Your opinion matters to us.

Take advantage of this unique opportunity to help us identify trends and insights to guide the academic publishing industry in supporting your future research. The findings will be published in an open access report later in 2023 by independent consultants, The International Bunch.

We encourage researchers from any discipline to participate, so do share with your peers.

Be part of the voice evolving the future of academic publishing:
www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

Social text for Researchers – initial text

Written for Twitter so can be used across all social.

What role do publishers have in the future of your research?

Be part of the voice evolving the future of academic publishing:

www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

#FutureOfPublishers #AcademicTwitter #PhDChat

Social text for Researchers – reminder text

Written for Twitter so can be used across all social.

What role do publishers have in the future of your research?

Be part of the voice evolving the future of academic publishing. Have your say – time is running out:

www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

#FutureOfPublishers #AcademicTwitter #PhDChat

Social text for Researchers – final reminder text

Written for Twitter so can be used across all social.

LAST CHANCE: Be part of the voice evolving the future of academic publishing.

What role do publishers have in the future of your research? Tell us by tomorrow: www.surveymonkey.co.uk/r/TheFutureofPublishersResearchersTK

Researchers from any discipline are welcome. Share with your peers.

[#FutureOfPublishers](https://twitter.com/FutureOfPublishers)