



Onclusive

Onclusive Proposal

Forward Planner

Our suite of services have been designed to support the full life cycle of communications



Onclusive
Manage

All of our services are offered with 24/7 access to service support. We ensure our clients are at the centre of what we do.

We offer a robust framework of regular reviews and QBRs to ensure accountability, high service levels and open and honest communication.



Onclusive
Planner

We have a unique database of forthcoming news events and announcements.



Onclusive
Contact

Global media contacts database, press release distribution & CRM, with newsroom services.



Onclusive
Monitor

We offer comprehensive monitoring across all digital and broadcast media types.



Onclusive
Press Review

We provide editorially managed services such as content selection, categorisation, summaries & newsletters.



Onclusive
Social

We offer social listening across all social platforms including LinkedIn, TikTok and Bluesky.



Onclusive
Analytics

We manually analyse all media for custom metrics aligned to each client's comms objectives.

A reliable partner

Combining advanced technology with expert human judgment.

We are a legacy monitoring, analysis & planning business operating for 25+ years, brought together as Onclusive in 2022. We process over 10 million articles, 200 million mentions, and 120 million minutes of broadcast content each month, covering 850 million+ online sources. We have a team over 300+ analysts, working with the latest technology to surface and deliver insights that empower our clients to maximise their communications function.

Broader data coverage.

Our advanced technology allows us to offer one of the most comprehensive and wide-ranging monitoring solutions in the industry.

We harvest and analyse content from all available media outlets including traditionally hard-to-track sources such as Threads, & LinkedIn.

Industry leading technology.

Experience PR/Comms focused technology that not only tracks emerging trends but also understands the nuances of sentiment shifts and regional dynamics.

Stay ahead with AI that predicts changes in brand perception and offers insights that drive proactive, informed decisions.

Flexible delivery options.

Choose from AI-powered alerts for instant updates and customised reporting deliverables for in-depth analysis.

Our platform offers analytics, search and customisable dashboards to help you make informed decisions, gain insights and track key metrics.

We are customer centric.

Our comprehensive support ecosystem includes AI efficiency, data expertise, specialist analysts and dedicated 24/7 support.

We offer expert advice and a dedicated set-up and account management team to ensure accuracy, allowing you to focus purely on your goals.



Look 12 months ahead with Forward Planner



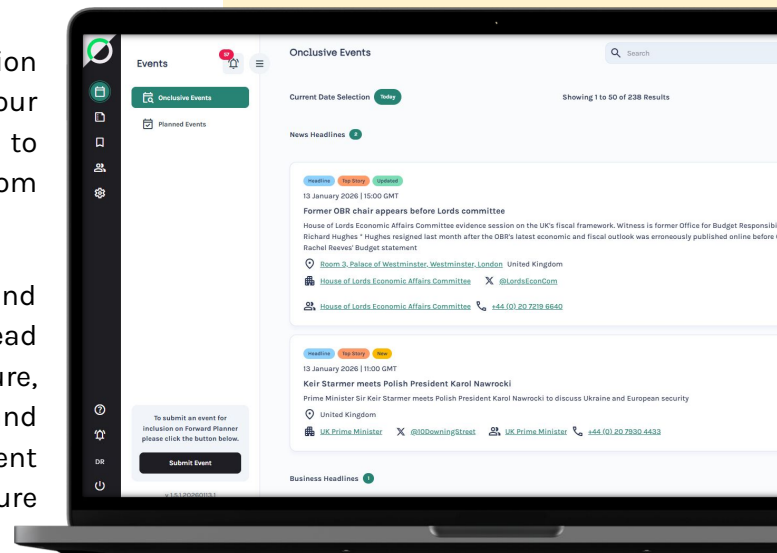
Forward Planner

Get the complete news agenda for the next 12 months

Plan your communication actions in line with the current news to maximise the media impact of your stories.

In the hustle and bustle of current events, it is difficult to capture the attention of opinion leaders, journalists, and influencers. By planning your communication actions in the media agenda, you can detect opportunities to engage with the media and key stakeholders, and prevent your stories from clashing with other news.

Forward Planner provides immediate access to thousands of events and announcements at both a global and national level, looking 12 months ahead across 150 categories, covering geopolitical news & public affairs; culture, entertainment & lifestyle; trade & consumer conferences; anniversaries and awareness days; and more. Our expert editors then categorise the content further to identify which of these events are most likely to make future headlines.





Communicators & Marketers use Forward Planner for...



Content ideation

By analysing upcoming news and events in the categories you're interested in, you can maximise your opportunities to speak out on the hot topics for your target audience and journalists



Protecting their stories

A campaign that clashes with external news will get less attention or can create a complicated situation. Putting your communication actions in the context of the media is a simple safeguard, helping to maximise positive impact



12-month calendar

Our multilingual editorial team collects and updates relevant events in 150 categories and cross references them with topical tags such as "Cost of Living" or "Sustainability". The searchable content is accessed via the platform, or can be converted into targeted email alerts



Customised reports

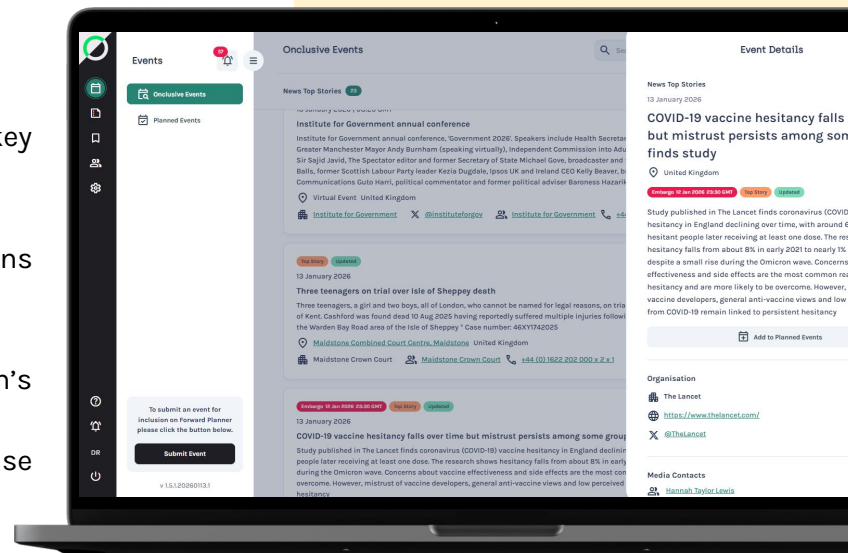
You can view and share your communication actions in collaborative easy-to-read calendars, highlighting your priorities and the external events that your spokespeople and stakeholders need to know about

Optimise the impact of your communications

We analyse 15,000 sources per day to update a global database of 250,000+ over 12 months

With over 150 categories to choose from, our expert editors will provide you the ability to:

- Identify your key news stories in your target markets
- Spot opportunities to promote your organisation, events and key stakeholders
- Reduce the risk of your messages clashing with other events
- Understand what upcoming events will negatively impact plans and prevent clashes
- Understand the upcoming national and global news agenda
- Plan and support Campaigns and work within the organisation's strategic priorities
- Approach journalists ahead of a news story going live to increase your coverage, and build more meaningful media relationships



Deep dive and combine news events with your communications strategy

Within the Forward Planner platform, users will be able to utilise intuitive search, filter and alert functionalities to create a bespoke calendar planner

- Search by business, industry, event type, date and geography to pinpoint the future events and news items that will impact your business and campaign planning, including competitor activity
- Create customised searches and set up daily, weekly or monthly alerts
- Easily share searches with colleagues
- Combine external news events with your own activities and campaigns for a single, complete view of all communications activity relevant to the business

Planned Events				
January 2026				
Sun	Mon	Tue	Wed	Thu
				1st anniversary of VAT added to private school fees Claire Waxman becomes Victims' Commissioner for England and Wales, succeeding Helen Newlove
4	5	6	7	8
15th anniversary of VAT rising to 20% 09:00 Laura Kuenssberg's BBC Sunday morning politics show	'Less healthy' food advertising restrictions come into force House of Commons and House of Lords return from Christmas recess Keir Starmer delivers speech on cost of living Power to seize phones from small boat migrants comes into force Resolution Foundation New Year's Outlook	'Coalition of the willing' meeting on Ukraine security guarantees Government announces £18m boost to cut cost of electric lorries Government announces expansion of family court pilot Sentencing Bill report stage scrutiny in the House of Lords	Government publishes Road Safety Strategy MoJ responsible for financial waste and legal aid decline, say MPs 10:00 Reform UK leader Nigel Farage holds press conference 14:00 Lords question ministers on forensic science	Environment secretary speech Conference Labour introduces bill to abolish two-child benefit cap, criticising Tory-Reform pact 09:30 Resolution Foundation event on UK politics, economics and living standards in 2026
11	12	13	14	15
09:00 Kemi Badenoch appears on Laura Kuenssberg's BBC Sunday morning politics show		Greenlandic energy minister visits London 08:45 Treasury Committee evidence session on the work of HMRC	'Hillsborough Law' third reading in the Commons	IPSA report on MPs' expenses Nigel Farage expected to announce Reform UK Scottish leader



Transform Your Communications Planning with Forward Planner +



Forward Planner+

Elevate Your Communications Strategy

Planner+ is a powerful enhancement to Forward Planner, designed to help PR, communications, and marketing teams work more effectively together. Built directly from client feedback – including insights from the UK Government – it provides a centralised platform that enables seamless cross-department collaboration and complete visibility of planning activity.

As an enterprise-grade planning solution purpose-built for communications and marketing teams, Planner+ delivers:

- Collaboration – stronger strategic alignment across teams
- Visibility – clearer oversight and improved stakeholder engagement
- Engagement – increased opportunities to drive meaningful action

Planner+ builds on the proven foundation of Forward Planner, an industry leader with over 25 years' experience in planning data. This expertise is complemented by a dedicated team providing strategic guidance and support. Backed by Onclusive's 10 years of experience developing planning workflows and reporting, Planner+ is trusted by leading organisations.

Gov planning grid

19 Jan – 25 Jan	Mon 19 Jan	Tue 20 Jan	Wed 21 Jan
News Agenda	High Court trial in dispute between Prince Harry and six others against Daily Mail publisher China releases quarterly GDP data	20 - 23 Jan World Economic Forum Annual Meeting main programme begins in Davos UK monthly unemployment figures	UK monthly inflation figures
Westminster	Court hearing for former Tory MP and others over election betting	Government deadline to decide on Chinese Embassy planning application Andy Burnham speaks at regional inequalities conference	
Transport		40th anniversary of the UK and France announcing plans to build the Channel Tunnel	Road conditions England to March statistics 50th anniversary Concorde entering service

Smart Event Management

Turn planning and insight into measurable impact

Smart Event Management unifies PR, communications, and marketing teams, enabling smarter decisions and faster, more strategic action. By integrating internal plans with external market intelligence, it drives efficiency, reduces risk, and maximizes opportunity.

Key Outcomes:

- Align teams around shared priorities for faster, more coordinated execution
- Transform market intelligence into action to stay ahead of trends and the news agenda
- Identify opportunities and mitigate risks before they impact outcomes
- Increase efficiency with real-time collaboration and cross-department visibility
- Maximise ROI on campaigns and events through integrated planning and insight
- Streamline decision-making with advanced filtering, categorisation, and actionable data

Stakeholder report

 Search

TUESDAY 20 JANUARY

World Economic Forum Annual Meeting main programme begins in Davos

World Economic Forum Annual Meeting in Davos main programme begins, with leaders from business, academia, media and the arts convening in the Swiss ski resort this week to discuss global issues. The following the presentation of the Annual Crystal Awards yesterday evening

 Davos Switzerland

 [WFF](#)

UK monthly unemployment figures

Labour market statistics: integrated national release, including the latest data for employment, economic average earnings, productivity, unit wage costs, vacancies & labour disputes * Figures released last month saw October. Total pay (including bonuses) grew by 0.6% and regular pay (excluding bonuses) grew by 0.5% when a

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Embargo 20 Jan 2026 18:00 GMT - **Global water bankruptcy era has begun, says report**

United Nations University Institute of Water Environment and Health says the world has entered an era of global and glaciers crossing irreversible tipping points. The report says water bankruptcy as chronic over-extraction of capital like collapsed aquifers and vanished wetlands. U.N. University recommends a shift to 'bankruptcy management' reform sectors, and ensure fair transitions for vulnerable groups

 [Terry Collins](#)  [1416 538 8712](#)

WEDNESDAY 21 JANUARY

UK monthly inflation figures

Consumer Price Index (CPI) measure of UK monthly inflation. Publication also includes figures for CPIH and RPI months to November, down from 3.6% in the 12 months to October

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World Economic Forum Annual Meeting continues in Davos

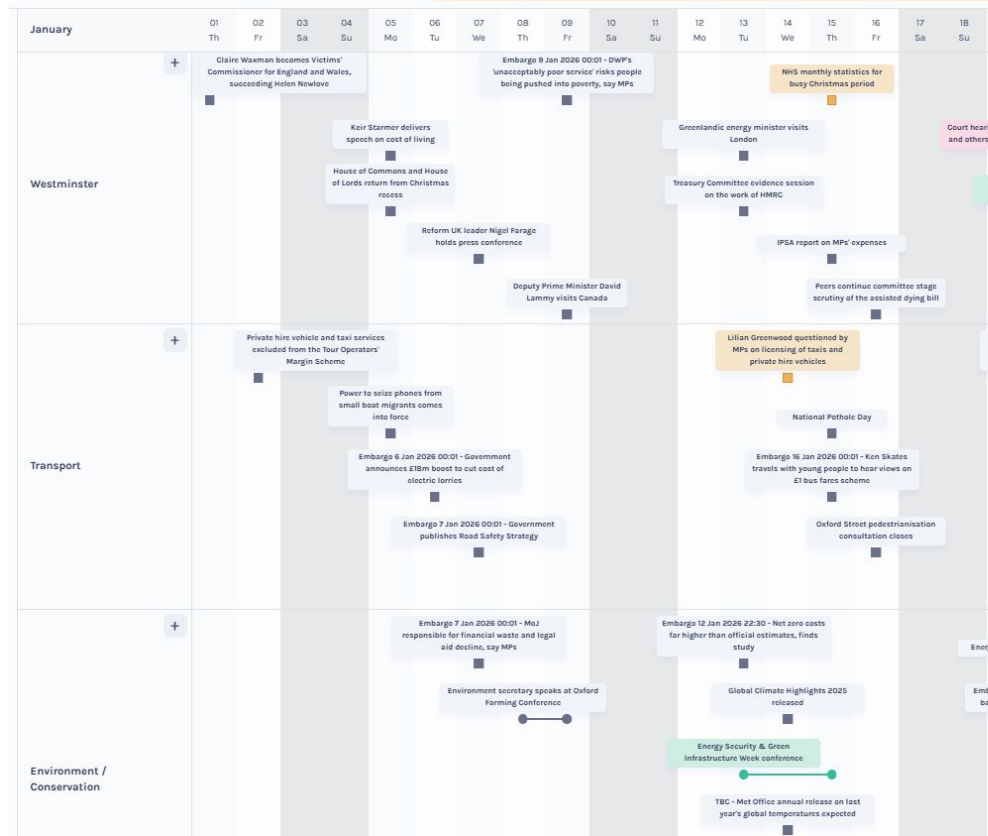
World Economic Forum Annual Meeting continues in Davos, with leaders from business, government, interna

Customisable reports

Turn complex data into actionable insights

Customisable Reports give teams the power to transform complex communications data into clear, actionable intelligence. By providing tailored insights to the right stakeholders, these reports drive alignment, support strategic decisions, and ensure consistent messaging across the organisation.

- Deliver actionable insights from complex data
- Engage stakeholders with tailored communication grids and diaries
- Anticipate opportunities and risks with horizon scanners and trend tracking
- Enable cross-department collaboration through email sharing and downloadable reports
- Ensure consistent, targeted messaging across teams while meeting unique stakeholder needs
- Maximise efficiency and impact by centralising insights into one easy-to-access platform





Forward Planner Categories

News Agenda

- News Headlines · News Top Stories · Business Headlines · Business Top Stories · Entertainment Headlines · Entertainment Top Stories · Lifestyle Headlines · Lifestyle Top Stories · UK Economy

Public Affairs

- Legislation, Regulations & Directives · Parliamentary Committees UK · Politics Devolved · Politics · Westminster · Think Tanks

Sport

- Olympics · Sport Fixtures · Sport News/Business

Economics

- Credit Rating Agencies · Economic Events · Economic Indicators – G20 · Market & Public Holidays

Inter-national

- Conflict/Terrorism/Security · International Business News · International News · Politics EU · Politics Global

Culture

- Art · Arts & Culture · Auctions · Books · Comedy · Dance · Press Previews · Theatre

Lifestyle

- Animals/Pets · Children (0-12 years) · Family & Parenting · Health & Wellbeing · LGBTQ · Multi-Cultural · Over 50s · Religion & Ethics · Sex & Relationships · Youth (13-25 years)

Corporate Data

- Broker conferences · Executive Board Changes · Index Revisions & Financial Market Events · IPO · Leading UK Stocks 100 Tracker · Leading UK Stocks · All Tracker + Top Global 1200 · M&A

News

- Agriculture & Fisheries · Armed Services · Brexit · Courts · Education · Health News · Law & Order · Media News & PR · Reports & Surveys · Royals & Society · Science · Scottish News & Events · Transport News · UK National Statistics · Unions & Employment

Entertainment

- Celebrity · Film – General · Film – Releases · Music – Album Releases · Music – Classical · Music – General · Music – Gigs & Festivals · TV, Radio and Online

Consumer

- Fashion & Beauty · Home & Garden · Luxury Goods/Brands · Motoring · Nightlife · Product Launches · Retail Therapy · Technology/Gadgets · Toys & Games · Video Games · Wining & Dining · Travel & Tourism

Global Corporate Data

- AGMS · Conference Calls & Webcasts · Dividends · Rights issues · Stock Splits · Results & Trading Statements

Issues

- Disability · Diversity & Discrimination · Environment & Conservation · Housing · NGOs Charities & Pressure Groups · Rural & Countryside · Social Issues

Pegs & Hooks

- Anniversaries · Awards · Awareness Days & Campaigns · Birthdays · Offbeat · Seasonal Events & Celebrations

Conferences & Exhibitions

- Consumer Conferences · Consumer Exhibitions & Fairs · Public Sector Conferences · Public Sector · Exhibitions · Trade Conferences · Trade Exhibitions

Business Issues

- Company Tax · Corporate Social Responsibility/Business Sustainability · Health & Safety

Industry Verticals

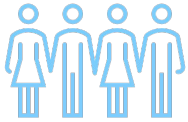
- Advertising Marketing & Design · Aerospace & Defence · Banking · Business Services · Chemicals · Construction Materials · Construction, Engineering & Machinery · Distributors · Diversified Industries · Electrical & Electronic · Equipment · Energy · Finance General · Food & Drug Retailers · Food, Drink & Tobacco · Forestry & Paper · General Retailers · Health Business · Household & Personal · Goods Insurance · Leisure & Hospitality · Media, Printing & Photography · Mining & Metals · Packaging · Pharmaceuticals & Biotech · Real Estate · Tech – Hardware · Tech – Internet Software & New Media · Telecommunication Services · Transportation & Shipping · Utilities · Vehicles & Components

Personal Finance

- Personal Finance General · Insurance · Investment/Savings · Mortgages · Pensions

Powered by strong account management

Access a team of specialists and experts



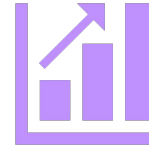
Core Team

Dedicated, specialist support and care delivered by industry experts with extensive experience.



Always On

We provide comprehensive service and support, 364 days per year to support emergency enquiries at any time.



Reviews

Reviews (on request) to ensure your requirements are being met and the service evolves in line with your needs.



Trust & Compliance

A strong commitment to accuracy, compliance, and best practice, covering data integrity, GDPR, copyright, and other regulatory requirements.