

**Place** NORTH WEST

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# Events Plan 2018

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[placenorthwest.co.uk/events](http://placenorthwest.co.uk/events)

**NEWS | EVENTS | COMMENTARY | SPECIAL REPORTS | JOBS | RESOURCES | MARKET RESEARCH**

## JANUARY

### North West PRS Conference

**Date** Thursday 18 January

**Time** 8am-12pm, followed by lunch

**Price** £50+VAT

**Venue** Museum of Science + Industry, Manchester

**Current Sponsors** Curtins, Winckworth Sherwood, Lambert Smith Hampton, Indigo Planning

**SPONSORSHIP SOLD OUT**

What are the new trends within the rapidly maturing private rented sector? How are occupier demands changing? At this conference, we look at how PRS in the North West is evolving, the implications, and how property companies can make the most of this part of the market.

### Place North West Development Series: Lancashire Update

**Date** Wednesday 24 January

**Time** 8am-12pm, followed by lunch

**Price** £50+VAT

**Venue** Hallmark Hotel Preston Leyland

**Current Sponsors** Transport for the North, Cuadrilla

**SPONSORSHIP SOLD OUT**

Our sub-regional cross-sector series looks at development opportunities and challenges in different parts of the North West, with this conference providing an update on property and construction in Lancashire. What and where are the opportunities and how can your business get involved?

## FEBRUARY

### Digital Opportunities 2018: Proptech from strategy to implementation

**Date** Thursday 8 February

**Time** 8am-12pm

**Price** £50+VAT

**Venue** Manchester Central Convention Complex

**Current Sponsors** Mills & Reeve, IBI Group, Datscha, NODE

**SPONSORSHIP SOLD OUT**

Hear from companies at the forefront of proptech and learn about innovative methods for using technology to maximise property business in this special morning conference.

### Place North West Development Series: Cumbria Update

**Date** Tuesday 27 February

**Time** 8am-12pm, followed by lunch

**Price** £50+VAT

**Venue** Low Wood Bay Resort, Cumbria

**Current Sponsors** Lovell Partnerships, Curtins, Transport for the North, Furness Economic Development Forum

**SPONSORSHIP SOLD OUT**

In this conference, we explore the opportunities in Cumbria and the industries that are prospering? Who can benefit from working here and what are the pitfalls? What is the economic outlook? How is the area responding to a rising demand for business space?

### Science & Technology: Developing the region's world-class offer

**Date** Thursday 22 February

**Time** 8am-12pm

**Price** Free

**Venue** Museum of Science + Industry, Manchester

*Client event with Cheshire & Warrington Local Enterprise Partnership*

Hear from Cheshire Science Corridor and key players in science and technology at this special event examining how to grow the North West's science and tech offering as it takes on the dominance of the South.

## MARCH

### Place North West MIPIM Drinks Reception

**Date** Tuesday 13 March

**Time** 12.30pm-2.30pm

**Price** Free

**Venue** Grand Hotel Gardens, Cannes

*Client event with Morgan Sindall*

This exclusive, invitation-only drinks reception will be held on the first full day of the annual international property conference. Join developers, architects, local authorities and advisers from across the region, to kick off what is set to be yet another full and productive week in Cannes.

### Place North West MIPIM Closing Drinks

**Date** Thursday 15 March

**Time** 6pm-late

**Price** Free

**Venue** Le Grey D'Albion Beach Bar, Cannes

**Current Sponsors** Pegasus Group, Newgate Communications, Dribuild

**SPONSORSHIP SOLD OUT**

As the largest global property conference comes to a close, join more than 100 property professionals to network and discuss the week's deals and news over drinks and nibbles on the last night of MIPIM. Expect a party atmosphere and a late night.

### Place Cannes Do

**Date** Friday 16 March

**Time** 12pm-6.30pm

**Price** £99+VAT

**Venue** The Principal Hotel, Manchester

**Current Sponsors** Malcolm Hollis

**SPONSORSHIP AVAILABLE**

Now in its third year, our annual Place Cannes Do sees 500 property professionals gather for an afternoon of quality networking in Manchester, as MIPIM draws to a close in France. This is an opportunity to build professional contacts whilst enjoying entertainment and plenty of good food and drink, without having to book a flight to Cannes...

## MARCH

### Place RESI 2018

**Date** Thursday 29 March

**Time** 8am-12pm, followed by lunch

**Price** £50+VAT

**Venue** Museum of Science + Industry, Manchester

**Current Sponsors** Barton Willmore, Newgate Communications, Lovell Partnerships, Trowers & Hamblins

**SPONSORSHIP SOLD OUT**

Our annual housing conference provides market intelligence and a regional update on the residential sector, with public and private-sector speakers and in-depth panel discussions.

## APRIL

### Place North West Development Series: Cheshire Update

**Date** Thursday 19 April

**Time** 8am-12pm, followed by lunch

**Price** £50+VAT

**Venue** Chester

**Current Sponsors** Baker Mallett, Lexington Communications, Pochin's, Transport for the North

**SPONSORSHIP SOLD OUT**

This cross-sector conference will give an update on development in Cheshire, exploring connections with other cities, rail improvements, devolution, new residential supply and the progress of ongoing projects. What is next on the funding agenda for the area and where are the development opportunities?

## MAY

### Healthcare Property Update

**Date** Thursday 3 May

**Time** 8am-11am

**Price** £50+VAT

**Venue** Museum of Science + Industry, Manchester

**Current Sponsors** Curtins, Wardell Armstrong, Graham Construction, IBI Group

**SPONSORSHIP SOLD OUT**

At this annual sector briefing, we will discuss the latest technologies being adopted in healthcare design, funding, and policy, through case studies, presentations and a panel discussion with leading figures from the industry.

### Liverpool: European Capital of Culture 10 years on

**Date** Thursday 24 May

**Time** 8am-11am

**Price** £50+VAT

**Venue** Hilton Liverpool City Centre

**Current Sponsors** Kier Construction, Turley

**SPONSORSHIP AVAILABLE**

What is the legacy of Liverpool's year as the European Capital of Culture in 2008? We will be looking into how cities can use culture to catalyse regeneration and development, with case studies and panel discussions.

## JUNE

### North West Logistics, Industrial + Infrastructure Conference

**Date** Thursday 21 June

**Time** 8am-11am

**Price** £50+VAT

**Venue** Manchester Central Convention Complex

**Current Sponsors** HOW Planning, Network Space, Lexington Communications, Waterman

**SPONSORSHIP SOLD OUT**

This conference will provide an overview of market trends and logistics take-up. Key players in the sector will explore the impact of the ever-growing e-commerce market and 24-hour delivery, changing location priorities for occupiers, the shrinking supply of quality warehouses, and current investor appetite for sheds.

### Northern Transport Summit: Rail, Road, Air + Ports

**Date** Monday 25 June

**Time** 8.30am-4.30pm

**Price** £99+VAT

**Venue** Hilton Manchester Deansgate

**Current Sponsors** Transport for the North, Broadway Malyan, WSP

**SPONSORSHIP AVAILABLE**

Key public and private-sector figures and decision-makers in the transport industry will offer an insight into the major projects at the heart of the Northern Powerhouse agenda, and look at where the opportunities exist.

### Place North West Liverpool Summer Social

**Date** Thursday 28 June

**Time** 4pm-8pm

**Price** £20+VAT

**Venue** Fazenda Liverpool

**Current Sponsors** SATPLAN

**SPONSORSHIP AVAILABLE**  
Join Place North West and more than 100 property professionals for relaxed networking drinks this summer at Fazenda Liverpool terrace and bar.

## JULY

### Meet The Authorities: Public-Private Partnership Seminar

**Date** Thursday 12 July

**Time** 8am-11am

**Price** £50+VAT

**Venue** Manchester Central

**Convention Complex**

**Current Sponsors** SDL Auctions, Lovell Partnerships, Icen Projects

**SPONSORSHIP AVAILABLE**

This is a chance for property professionals to meet local authority figures and hear advice and experience of public-private partnerships. There will be extensive opportunities to network and put questions to the leaders, decision-makers and planning officers of the North West.

## AUGUST

### Place Barbeque

**Date** Friday 3 August  
**Time** 12pm-5pm  
**Price** £35+VAT  
**Venue** Fazenda, Manchester  
**Current Sponsors** Hourigan Connolly, Social Communications  
**SPONSORSHIP SOLD OUT**

Join Place North West and guests for our annual summer social. Enjoy a relaxed atmosphere, with informal networking, good food and good wine in Spinningfields, Manchester.

## SEPTEMBER

### Future of Retail

**Date** Thursday 13 September  
**Time** 8am-11am  
**Price** £50+VAT  
**Venue** Manchester Central Convention Complex  
**Current Sponsors** DAC Beachcroft, IBI Group, Savills  
**SPONSORSHIP AVAILABLE**

Taking place the week before Revo 2018, we will be exploring the prospects for the sector including the future of shopping centres and uses of new technologies. Hear from the region's leading operators, agents and investors on their expectations of the industry.

### Place North West Development Series: Greater Manchester Update

**Date** Thursday 27 September  
**Time** 8am-12pm, followed by lunch  
**Price** £50+VAT  
**Venue** Museum of Science + Industry, Manchester  
**Current Sponsors** Pegasus Group, Morgan Sindall, Curtins, Kingsley, Transport for the North  
**SPONSORSHIP SOLD OUT**

This special briefing will provide an update and analysis on development in Greater Manchester across commercial, housing, energy, education, leisure, retail and other sectors.

## OCTOBER

### Manchester Offices + Workspace

**Date** Thursday 4 October  
**Time** 8am-11am  
**Price** £50+VAT  
**Venue** Museum of Science + Industry, Manchester  
**Current Sponsors** Kier Property Developments, Malcolm Hollis  
**SPONSORSHIP AVAILABLE**

Join office agents, developers, occupiers, architects and planners for this update on office space in Manchester city centre. We'll be looking at changes in occupier demand, new trends in wellbeing design, and forecasts for the future of the market.

## Place Party 2018

**Date** Thursday 11 October  
**Time** 6pm-4am  
**Price** £99+VAT  
**Venue** The Principal Hotel, Manchester  
**Current Sponsors** ISG, Baker Mallett, Kuits Solicitors, Curtins, Euan Kellie Property Solutions, GIA  
**SPONSORSHIP SOLD OUT**

Now in its fourth year, Place Party is a staple event on the property calendar. This special evening promises networking without interruptions, a fun and informal atmosphere, quality live entertainment and a night to remember for you and your guests.

### Place North West MIPIM UK Drinks Reception

**Date** Wednesday 17 October  
**Time** 7pm til late  
**Price** Free  
**Venue** The Hand & Flower, Hammersmith, London  
**Sponsor** Willmott Dixon  
**SPONSORSHIP SOLD OUT**

Join Place North West for networking and drinks on the first evening of the UK's largest property conference, MIPIM UK. This is a great opportunity to continue networking with key property professionals in an informal atmosphere.

## NOVEMBER

### Place North West Development Series: Merseyside Update

**Date** Thursday 15 November  
**Time** 8am-12pm, followed by lunch  
**Price** £50+VAT  
**Venue** Hilton Liverpool City Centre  
**Current Sponsors** Pegasus Group, Morgan Sindall, Curtins, Kier Property Developments, Transport for the North  
**SPONSORSHIP SOLD OUT**

What is the development pipeline for the city region? Is Liverpool living up to the council's predictions of hitting the same construction peak as in 2008? We will explore the area's hotel market, investor interest and issues facing the office market.

## DECEMBER

### Place Christmas Drinks

**Date** Wednesday 12 December  
**Time** 3pm-9pm  
**Price** £35+VAT  
**Venue** Chaophraya, Manchester  
**Current Sponsors** Wardell Armstrong, Lexington Communications  
**SPONSORSHIP SOLD OUT**

Join us for a relaxed Christmas gathering as the year draws to a close. Drop in for drinks, nibbles and plenty of festive cheer.

## Event Opportunities

As a progressive, client-focused organisation, Place North West will create bespoke packages for clients wishing to sponsor the above events. However, we realise that for marketing planning purposes, organisations might require a guideline.

Below are a number of elements that make up our event sponsorship packages:

| PRE-EVENT  | AT EVENT   | POST EVENT  |
|--|--|---|
| Online accreditation and branding in association with the event  | Five tickets to the event for staff/clients  | Branded inclusion in the event write-up, published on placenorthwest.co.uk and sent in the newsletter to 11,000 subscribers |
| Branding and accreditation on promotional editorial on the website and daily newsletter  | Possibility to present to the audience or sit on a panel - <b>not guaranteed and dependant on the discretion of the editorial team</b> | Receive all the event photography for your own marketing purposes   |
| Social media support for your sponsorship via Place North West's Twitter and LinkedIn channels                                 | Branding on all slides and print material at the event   | Receive the data capture of the delegates that attended the event   |
| Listing and branding on Place events calendar, on the website and in the events bulletin emailed monthly to 11,000 subscribers | Mentions from the chair of the event on stage  | Social media support in the event round-up  |
|  | Opportunity to have pop-up banners and branding throughout the venue   | Branded accreditation on editorial coverage on the website - 70,000 readers a month   |
|  | Opportunity to have an exhibition stand at the event   |   |
|  | Opportunity to product drop on seats   |   |
|  | Social media support during the day of the event   |   |

**Additional opportunities** for marketing exist, which can be added to sponsorship packages to further support your involvement, including:

- Direct mail
- Special advertorial reports
- Online advertising in our newsletter or on the website

## Sponsorship costs

|  |   |                 |
|--|---|-----------------|
| <b>Social event:</b><br><i>Place Barbeque</i><br><i>Place Christmas Drinks</i>   | <b>Joint sponsorship</b><br><i>No more than two non-competing sponsors per event</i>                | £2,500+VAT      |
| <b>MIPIM social:</b><br><i>MIPIM Closing Party</i>   | <b>Sponsorship</b><br><i>Non-competing sponsors</i><br><i>No more than three sponsors per event</i> | £3,000+VAT      |
| <b>Morning conference:</b><br><i>e.g. Place RESI 2018</i><br><i>Future of Retail</i><br><i>The North West PRS Conference, etc</i>    | <b>Sponsorship</b><br><i>No more than four non-competing sponsors per event</i>                     | £3,000+VAT      |
| <b>Full-day conference / large social event:</b><br><i>Place Party</i><br><i>Place Cannes Do</i><br><i>Northern Transport Summit</i> | <b>Sponsorship</b><br><i>No more than six non-competing sponsors per event</i>                      | From £5,000+VAT |

## Place North West in numbers...

11,000 subscribers

70,000 readers each month

77% repeat visitors

10,000 Twitter followers

300,000 pages read each month

60% of readers are directors or partners

## Contact

To book any of the above options or to discuss event sponsorship opportunities please contact:

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**Commercial director**

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**Place North West**

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Bringing property professionals together

[placenorthwest.co.uk](http://placenorthwest.co.uk)

