

# Place NORTH WEST

# Place

## PLACE NORTH WEST - CLIENT EVENT

The below are two options for events and marketing, designed to raise the profile of an organisation to the North West built environment industry.

### Brief

Produce an event to connect the organisation with the relevant Place North West audience.

### Location, date, time

TBC

### Event detail

Finer detail to be discussed on agreement: speakers, presentations, exhibition, networking.

### Option one

- Content creation and curation of the event - Place North West editorial team's specialist knowledge of the property market, key to attracting and retaining senior target audience
- Full industry review for sourcing of high profile speakers
- Promotional editorial inviting readers to the event, selling key messages. Frequency as required to fill seats, typically published three times in run-up to the event

Continued overleaf...

- Full approach to Place North West database of 11,000 subscribers to sell tickets.
- Event listing on Place North West Events Calendar
- Full Event management:
  - Speaker sourcing, liaison, all calls and emails to secure speakers, brief them about content, find replacements if any drop out, deal with travel arrangements and directions
  - Venue search, booking, communication and catering booking
  - Full health and safety audit and analysis
  - Source, specify and supply all audio visual requirement and checks
  - Set-up on the day, meet suppliers, full delegate registration
  - Chairing of the event and on the day speaker management
  - Supply of a reporter and photographer on the day
- Follow up editorial of the event in the Place North West's Daily Briefing (11,000 subscribers) and thereafter archived in Special Reports on Place North West website (70,000 readers a month)
- Social media promotion on Twitter and LinkedIn accounts before, during and after the event, managed on a daily basis
- Full set of photos / vox pops available for your use afterwards with no copyright issue
- Full details and database of the registered delegates from the day

**Cost: £20,000 +VAT**

Note - The above quote does not cover the following

- Any additional furnishings or seating required when using a non-conference ready venue
- Any additional payments required for extra lighting, catering or dressing other than that needed for a conference ready venue

Additional discounted profile raising opportunities exist to complement the event

- Online banner advertising on the Place North West website to promote the event and enhance the company message for a month prior to the event
- A direct email message to our 11,000 subscribers promoting the company message
- Comment pieces on a Place North West newsletter before or after the event