

Place NORTH WEST

PLACE NORTH WEST CLIENT EVENT

If you are thinking of producing an event, but don't have the in-house resources or database of contacts to do so, Place North West can help. Costs for events vary depending on what type of event and level of support you need.

Brief

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

Location, date, time

According to your requirements

Event detail

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

"We wanted to challenge the usual ways of thinking, and connect and engage with a senior and diverse bunch of people, at our unique space. Place rose to this challenge magnificently. We forged a strong partnership and we are all rightfully proud of what was delivered."

Brenda Bates
Director of communications
U+I

"Our experience of working with Place was excellent. They worked hard with us to deliver a high quality event which we simply would not have been able to do on our own. They brought their regional knowledge and contacts, securing fantastic speakers for us. All of the Place team were extremely professional and exceeded our expectations in terms of delivery. We would not hesitate to work with them again in the future."

Chris Hallam
Partner
CMS

WHAT YOU GET

- 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.
- Full approach to Place North West database of 12,500 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 (12,500 subscribers) and thereafter archived in Special Reports on Place North West website (250,000 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
- Direct email marketing campaign to our 12,500 subscribers
- Comment pieces before or after the event

To book a client event,
please contact:

Dino Moutsopoulos
Commercial Director
dino@placenorthwest.co.uk
07803 988 112