Sponsorship Pack

‘An opportunity to connect and engage markets, promote your brand, maintain and build awareness, in a virtual world’

“An authoritative branding and profiling opportunity”
Since its inception, Movers & Shakers Property Networking Forum, has secured an array of high profile, much sought-after Industry / Government / Business leaders and opinion-makers to inform our members and their guests on the issues facing the Real Estate market; building knowledge, awareness and underpinning growth opportunities.

With the current lockdown Movers & Shakers has created a ‘virtual format’ bringing its skills, knowledge and market reach to deliver a programme of first rate events, providing organisations with the opportunity to connect and engage with markets, prospects and customers.

Movers & Shakers, is a tried, tested and trusted brand, underpinned by 25 years of achievement. Sponsor packages are designed, to promote your organisation, raise awareness, keep your business ‘front of mind’ and to attract new business opportunities.

“An authoritative branding and profiling opportunity”
Some of the Real Estate Industry’s leading brands sponsor Movers & Shakers

“An authoritative branding and profiling opportunity”
A programme of high quality virtual events for London & the UK Regions

“An authoritative branding and profiling opportunity”
Virtual Event Summary 2020
‘Connecting the Movers and Shakers in UK Property’

14th April
Webinar
“Back to the future – a Blueprint for Planning & Policy Reforms”
Claire Dutch
Ashurst
Simon Gallagher
MHCLG
Rebecca Lewis
Long Harbour
Faraz Baber
Terence O’Rourke
Deirdra Armsby
Westminster CC

17th April
Market Insights
“UK Unlocked – how will society and business change?”
Ben Page
Ipsos MORI

23rd April
Views From The Top
“The market, the challenges, the way forward – COVID-19 and beyond!”
Chris Grigg
British Land
Melanie Leech CBE
BPF
Virtual Event Summary 2020
‘Connecting the Movers and Shakers in UK Property’

27th April
Monday Morning Motivations
“Inspirations and insights from property people”

- Atif Ali
  Birmingham CC
- Karen Cooksley
  Winckworth Sherwood
- Tim Heatley
  Capital & Centric
- Leigh Natasha Salter
  Movers & Shakers

30th April
Market Insights
“New World, New Order!”

- Lucy Musgrave
  Publica
- Louise Wyman
  WMCA
- Debbie Jackson
  GLA
- Katharine Marsden
  Grosvenor B&I
- Patricia Brown
  Central

7th May
Webinar
“Protecting Housing Delivery”

- Cllr Darren Rodwell
  LB of Barking & Dagenham
- Mark Farmer
  Cast
- Michela Hancock
  Greystar
- Killian Hurley
  Mount Anvil
- Karen Cooksley
  Winckworth Sherwood
Great Feedback

“A great event with a lot to think about. Especially rethinking land sales and the relationship between developers and boroughs”

“Very enjoyable webinar with experts in their field, chaired by the indomitable Karen”

“Congratulations again Movers & Shakers. This was a great session from your excellent panel”

“Super debate. The need to open up transparent and participatory debate to solve the challenges highlighted by #covid19 is paramount..”

“Really enjoyed the webcast this morning. Very open, honest and informal chat …….”

“Worth watching this webinar. Timely, insightful, and a good two way discussion”

“Congratulations on a great webinar today! Are you planning to make the recording be available As we'd love to share it with our network”

“Another great Movers & Shakers event with Chris Grigg chaired by Melanie Leech”

“This was an incredibly insightful webinar!”

“A great line-up for this morning’s webinar from Movers & Shakers discussing how to protect housing delivery ....”

“An authoritative branding and profiling opportunity”
Movers & Shakers Twitter account - over the past 30 days [start of Virtual series]
- 9,500 followers
- 106,100 impressions - 3,300 impressions per day
- 389 click-throughs
- 179 retweets
- 400 likes
- Very high engagement rate of 2.5%

Movers & Shakers LinkedIn account - over the past 30 days
- 11,919 followers
- 23,380 impressions and increasing each week
- 1,149 click-throughs
- 277 likes
- 39 shares
- Very high engagement rate 5.95%

YouTube - over the past 30 days
- 90 new subscribers
- 1,800 video views
- 8,600 impressions
- 1,100 unique users

“An authoritative branding and profiling opportunity”
Virtual Audience Analysis

Individual Registrations
- Range 453 – 1002

Unique Viewers
- Range 331-765

Delegate Breakdown by Sector
- Public Sector
- Property Advisors
- Consultants
- Housebuilders
- Housing Associations
- Investors / Fund / Banks
- Developers / Housebuilders / BTR
- Others

Delegate Breakdown by Job Title
- Chief Execs / Senior Partners
- Directors / Partners
- Associates / Heads / Managers
- Other

“An authoritative branding and profiling opportunity”
Virtual Events Sponsorship Packages

Movers & Shakers has developed a range of packages, built around our virtual event programme.

- **Range of Packages** – There are a range of options available, all designed to deliver value.

- **Tailored Packages** - Tailored sponsorship packages can be developed to meet the specific needs and objectives of sponsor organisations.

- **Specialist Events** - In addition niche, or specialist virtual events can be created to mirror areas of expertise in the sponsor’s organisation, with themes, topics and contributors selected to optimise results.

“An authoritative branding and profiling opportunity”
Virtual Events Sponsorship Packages

**Webinars**
- Well structured panel debates
- High profile, industry leading speakers
- Professionally Managed
- Duration 45-60 minutes

**Cost** - £3k + VAT

-----

**Branding** - extensive opportunities for brand exposure on:
- Pre-Event – website, emailers, social media
- Event – holding slides, social media posts, inc. advert
- Post Event – video distributed via website, emailers, social media
- Video of event posted on Movers & Shakers YouTube channel

**Positioning** – prominent positioning:
- Introduction from host sponsor profile
- Event in association with “sponsor name”
- Links to sponsor website
- Links to associated sponsor materials / reports

**Thought Leadership** – participate in debates:
- Opportunity to contribute to virtual events
- Panel or Moderating role [subject to suitability]

“An authoritative branding and profiling opportunity”
Virtual Events Sponsorship Packages

**Views from the Top**
- One to one interviews
- Private & Public Sector Leaders
- Professionally Managed
- Experienced Moderator
- Duration 30 minutes

**Cost** - £2k + VAT

**Branding** - extensive opportunities for brand exposure on:
- Pre-Event – website, emailers, social media
- Event – holding slides, social media posts, inc. advert
- Post Event – video distributed via website, emailers, social media
- Video of event posted on Movers & Shakers YouTube channel

**Positioning** – prominent positioning:
- Introduction from host sponsor profile
- Event in association with “sponsor name”
- Links to sponsor website
- Links to associated sponsor materials / reports

**Thought Leadership** – participate in interviews:
- Opportunity to participate in session
- Moderating role [subject to suitability]

“An authoritative branding and profiling opportunity”
Virtual Events Sponsorship Packages

Market Insights
• Industry & Market Presentations
• Authoritative Market Leaders
• Professionally Managed
• Experienced Moderator
• Duration 30 minutes

Cost - £2k + VAT

Branding - extensive opportunities for brand exposure on:
• Pre-Event – website, emailers, social media
• Event – holding slides, social media posts, inc. advert
• Post Event – video distributed via website, emailers, social media
• Video of event posted on Movers & Shakers YouTube channel

Positioning – prominent positioning:
• Introduction from host sponsor profile
• Event in association with “sponsor name”
• Links to sponsor website
• Links to associated sponsor materials / reports

Thought Leadership – participate in session:
• Opportunity to participate in session
• Moderating role [subject to suitability]

“An authoritative branding and profiling opportunity”
Virtual Events Sponsorship Packages

**Branding** - extensive opportunities for brand exposure on:
- Pre-Event – website, emailers, social media
- Event – holding slides, social media posts, inc. advert
- Post Event – video distributed via website, emailers, social media
- Video of event posted on Movers & Shakers YouTube channel

**Positioning** – prominent positioning:
- Introduction from host sponsor profile
- Event in association with “sponsor name”
- Links to sponsor website
- Links to associated sponsor materials / reports

**Thought Leadership** – participate in session:
- Opportunity to participate in session
- Moderating role [subject to suitability]

Cost - £1.5k + VAT

“An authoritative branding and profiling opportunity”
Movers & Shakers has been successfully delivering high-quality conferences, breakfast forums and networking events for 25 years

www.moversandshakers.uk.com