



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”

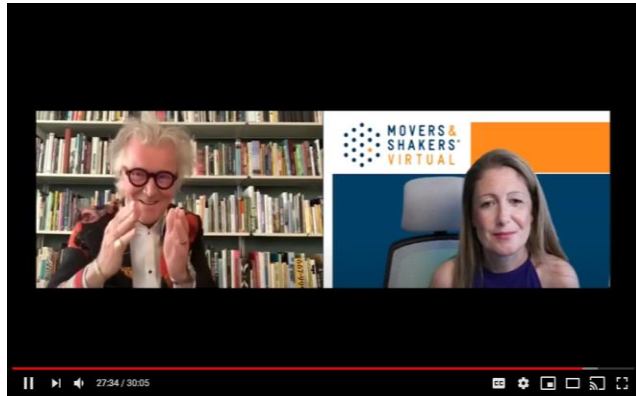


Some of the Real Estate Industry's leading brands sponsor Movers & Shakers



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Views From The Top, MMM & Market Insights



“An authoritative branding and profiling opportunity”

Webinars



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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

Virtual Event Summary 2020

'Connecting the Movers and Shakers in UK Property'

14th May

Views From The Top

"A Conversation with Guy Grainger ..."



Guy Grainger
JLL



Alex Notay
PfP Capital

19th May

Webinar

"Public, Private & Community
Collaboration Post Lockdown – NW"



Matt Crompton
Muse Developments



Caroline Simpson
Stockport MBC



Mark Garmon-Jones
Savills



Colette McCormack
Winckworth Sherwood



Tom Whittington
Savills

21st May

Market Insights

"Construction Market Overview – A New
Paradigm"



Mark Farmer
Cast

Virtual Event Summary 2020

'Connecting the Movers and Shakers in UK Property'

1st June

Monday Morning Motivations
"Maintaining Brand, Reputation &
Influence through and beyond COVID-19"



Steve Edge
Edge Design Ltd

4th June

Views From The Top
"A Conversation with Bill Hughes"



Bill Hughes
L&G IM



Becky Worthington
IQ Student Accommodation

9th June

Webinar
"Re-booting Mixed Use Development in
the SW"



Gavin Bridge
Cubex Land



Cllr Paul Smith
Bristol CC



Anna Sabine
MPC



Alex Notay
PfP Capital

Virtual Event Summary 2020

'Connecting the Movers and Shakers in UK Property'

18th June

Webinar

"Aspirational & Affordable Living – How do we Deliver More & Better Rented Homes?"



Dan Batterton
L&G IM



Cllr Clare Coghill
LB of Waltham Forest



James Pargeter
Greystar



Nicola Mathers
Future of London



Tom Copley
GLA

22nd June

Views From The Top

"A Conversation with Eamonn Boylan"



Eamonn Boylan
GMCA



Colette McCormack
Winckworth Sherwood

25th June

Webinar

"Investing in BTR – Performance, Resilience, Prospects ..."



Andrew Saunderson
Grainger plc



Rebecca Taylor
Long Harbour



Tony Brooks
Moda



Katie Rogers
Telford Homes



Simon Scott
JLL

Virtual Event Summary 2020

'Connecting the Movers and Shakers in UK Property'

30th June
Webinar
"Re-Purposing London's New West End – A New Dawn"



Jace Tyrrell
NWECC



Shelia King
Shelia King Int'l Ltd



Brian Bickell
Shaftesbury plc



Cllr Rachel Robathan
Westminster City C



Susan Freeman
Mishcon de Reya

9th July
Views From The Top
"Lunch with Andy Street – Leading Economic Recovery – Delivering Good Growth!"



Andy Street CBE
West Midlands



Christine Dryden
Arcadis

14th July
Webinar
"Localities & Liveability – Creating Better Community-Driven Neighbourhoods"



Stella Kanu
LIFT



Jeff Rison
Ghel



Blaise Backer
DSBS



Tim Stonor
Space Syntax



Patricia Brown
Central

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”

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Social Media Facts & Figures - positive traction, high engagement

Movers & Shakers Twitter account - over the past 60 days

- 9,635 followers
- 79,400 impressions
- 389 click-throughs
- 312 retweets
- 671 likes
- Very high engagement rate of 1.4%

Movers & Shakers LinkedIn account - over the past 60 days

- 12,276 followers
- 38,528
- 1,219 click-throughs
- 744 likes
- 47 shares
- Very high engagement rate of 4%

YouTube - over the past 60 days

- 191 new subscribers
- 5,862 video views
- 26,721 impressions
- 1,300 unique users

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Virtual Audience Analysis

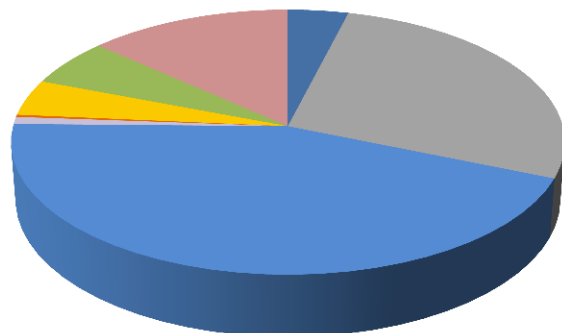
Individual Registrations

- Range 453 – 1002

Unique Viewers

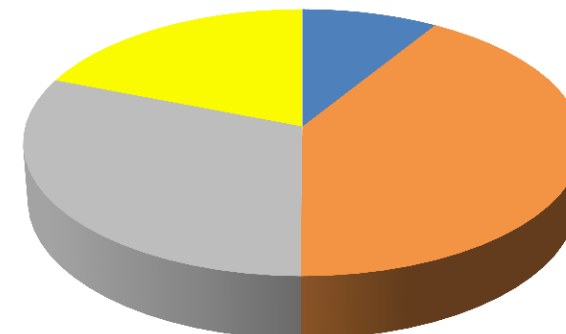
- Range 331-765

Delegate Breakdown by Sector



- Public Sector
- Consultants
- Housing Associations
- Developers / BTR / Student Housing
- Property Advisors
- House Builders
- Investors / Funds / Banks
- Other

Delegate Breakdown by Job Title



- Chief Executives / Senior Partners
- Associates / Heads / Managers
- Directors / Partners
- Others

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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.

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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]

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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

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Thought Leadership – participate in interviews:

- Opportunity to participate in session
- Moderating role [subject to suitability]

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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:

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Thought Leadership – participate in session:

- Opportunity to participate in session
- Moderating role [subject to suitability]

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Virtual Events Sponsorship Packages

Monday Morning Motivations

- Panels & Individuals
- Motivational Topics
- Professionally Managed
- Duration 30 minutes

Cost - £1.5k + VAT

Branding - extensive opportunities for brand exposure on:

- Pre-Event – website, emailers, social media
- Event – holding slides, social media posts, inc. advert
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Thought Leadership – participate in session:

- Opportunity to participate in session
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Movers & Shakers has been successfully delivering high-quality conferences, breakfast forums and networking events for 25 years

www.moversandshakers.uk.com

