

Place Tech.

PLACETECH - CLIENT EVENT

The below events and marketing option is designed to raise the profile of an organisation to the property and proptech industry

Brief

Produce an event to connect the organisation with the relevant PlaceTech audience.

Location, date, time

TBC, according to your requirements

Event detail

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

Option one

- Content creation and curation of the event - PlaceTech editorial team's specialist knowledge of the property and proptech markets, 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 PlaceTech database of 9,000 subscribers to sell tickets
- Event listing on PlaceTech 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 PlaceTech Weekly (9,000 subscribers) and thereafter available on placetech.net (10,000+ readers a month)
- Social media promotion on Twitter and LinkedIn accounts before, during and after the event
- 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 PlaceTech website to promote the event and enhance the company message for a month prior to the event
- A direct email message to our 9,000 subscribers promoting the company message
- Comment pieces on a PlaceTech before or after the event