

Place

MEDIA GROUP



EVENT PLAN

2027



Welcome to the Place Media Group 2027 Event Plan

At Place Media Group, we're always looking at how we can create the greatest value for our audiences, partners, and sponsors.

For 2027, that has meant taking a more focused approach to our events programme.

Rather than delivering a larger number of smaller events, we are concentrating on fewer, bigger formats that bring together larger audiences, stronger speaker line-ups, and more influential industry conversations.

The result is a programme built around flagship summits, key networking events, and major industry gatherings that better reflect the scale and ambition of the sectors and regions we cover.


For our sponsors, this means greater visibility, deeper engagement with senior decision-makers and more opportunities to align your brand with the conversations shaping the future of property, regeneration and investment across the UK.

We are excited about the opportunities this new programme creates and look forward to working with our partners to make 2027 our most impactful year yet.

Dino Moutsopoulos

Managing partner, Place Media Group



JANUARY	FEBRUARY	MARCH	APRIL
<p>Lancashire Development Update Half day conference</p>	<p>The Yorkshire Real Estate Summit Full day conference</p> <p>Midlands Property Lunch content-driven lunch</p>	<p>MIPIM Full week activities 15 - 19 MAR</p>	<p>The Northern Industrial & Logistics Summit Full day conference</p>
MAY	JUNE	JULY	AUGUST
<p>UKREiiF Breakfast and drinks reception 18 MAY</p>	<p>North East Property Breakfast Breakfast</p> <p>The Midlands Real Estate Summit Full day conference</p>	<p>Northern Property Lunch content-driven lunch</p>	 <p>No major events scheduled</p>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>The Greater Manchester Real Estate Summit Full day conference</p> <p>The Greater Manchester Real Estate Dinner Networking dinner</p>	<p>The Northern Residential Summit Full day conference</p>	<p>Liverpool Development Update Half day conference</p> <p>The Midlands Industrial & Logistics Summit Full day conference</p>	<p>Economic Forecast Lunch: The North in 2028 content-driven lunch</p>

EVENT TYPES

- 6 Full-day summits
- 3 Networking lunches
- 2 Half-day conferences
- 1 Industry-wide networking dinner

FULL DAY CONFERENCE FORMAT

NEW FOR 2027

Evening prior to conference: Exclusive Leaders' Dinner (c.30 Guests)

An invitation-only dinner for keynote speakers, sponsors, and senior public and private sector leaders. A focused, off-record setting designed to build early relationships ahead of the main conference day.

High-value networking in an intimate environment with a curated guest list of decision-makers.

Conference Day

A full-day event, including breakfast and lunch, bringing together professionals from across the property, development, and investment sectors.

The programme combines market insight, industry perspectives, and practical discussion, creating opportunities to learn, share ideas, and make valuable new connections.

Closing Reception

A formal drinks reception providing the opportunity to continue conversations from the day and further connect with fellow delegates.

A relaxed end to the event, giving attendees, speakers, and sponsors time to strengthen relationships and make new introductions before the close of the conference.

SPONSORSHIP OPPORTUNITIES

FULL DAY SUMMIT

Lead Partner: £14,995+VAT (Sector exclusivity per tier) (Max 4)

- Branding billed as 'Lead Partner' across all event marketing
- Guaranteed keynote/panel speaking slot
- Dedicated article announcing sponsorship
- X4 curated guest passes
- X6 event tickets
- X4 places at Leaders' Dinner
- X10 places at closing reception
- Exhibition stand
- Product drop
- Host namecheck
- 2 months banner advert on a Place Media Group site
- Video interview & feature article
- Comment piece published on a Place Media Group site
- Branding in event write-up
- Event photography
- Full delegate list access

Premium Partner: £6,995+VAT (Sector exclusivity per tier) (Max 6)

- Branding billed as 'Premium Partner' across all event marketing
- Guaranteed panel slot
- Branding on all promotional materials
- Full delegate list access
- X2 curated guest passes
- X6 event tickets
- X2 places at Leaders' Dinner
- X8 places at closing reception
- Exhibition stand
- Product drop
- Host namecheck
- 1-month banner advert on a Place Media Group site
- Comment piece published on a Place Media Group site
- Branding in event write-up
- Event photography
- Full delegate list access

Event Partner: £4,995+VAT (Sector exclusivity per tier) (Max 8)

- Branding billed as 'Event Partner' across all event marketing
- X1 curated guest pass
- X5 event tickets
- X1 place at Leaders' Dinner
- X6 places at closing reception
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Product drop
- Host namecheck
- Comment piece published on a Place Media Group site
- Branding in event write-up
- Event photography
- Full delegate list access

SPONSORSHIP OPPORTUNITIES

FULL DAY CONFERENCE CONT...

Leaders' Dinner Sponsor: £4,995+VAT (Max 2)

- Branding billed as 'Leaders' Dinner Sponsor' across all event marketing
- X3 seats at the Leaders' Dinner
- Opportunity to give welcome remarks
- Branding on conference collateral
- 4 event tickets to conference and closing reception
- Event photography
- Introductions to fellow guests
- Appropriate product drop opportunity

Closing Reception Sponsor: £3,500+VAT (Max 2)

- Branding billed as 'Closing Reception Sponsor' across all event marketing
- Branding at the post-event drinks reception
- X4 event tickets to conference and closing reception
- X1 seat at the Leaders' Dinner
- Opportunity to supply branded items (e.g., product drop)
- Branding on conference collateral
- Mention on stage and in write-up

SPONSORSHIP OPPORTUNITIES

GREATER MANCHESTER REAL ESTATE DINNER

Headline Sponsor: £10,000+VAT (Max 1)

- Branding billed as 'Headline Sponsor' across all event marketing
- Full sector exclusivity
- Table of 10
- X5 additional tickets to the event
- Branding on the night
- Opportunity to distribute merchandise at the event
- Dedicated article announcing headline sponsorship
- Full page advert in the dinner brochure given to all guests on the night
- Extended premium drinks package on your table
- Opportunity to address the audience
- Post-event direct mail to our 20,000+ subscribers
- Two months of website banner advertising on any Place North site

Drinks Reception Sponsor: £8,000+VAT (Max 1)

- Branding billed as 'Drinks Reception Sponsor' across all event marketing
- Table of 10
- X2 additional tickets to the event
- Exclusive branding in the drinks reception area
- Exclusive branding on all event-supplied wine during dinner
- Opportunity to distribute merchandise at the event
- Extended premium drinks package on your table
- Opportunity to feature in a filmed interview which will be included in the event highlight video
- Separate accreditation on pre-event communication as Drinks Reception Sponsor
- Two months of website banner advertising on any Place North site

Event Sponsor: £6,000+VAT (Max 6)

- Branding billed as 'Event Sponsor' across all event marketing
- Social media announcement of sponsorship
- Access to guest list
- Table of 10
- Branding on the night
- Opportunity to distribute merchandise at the event
- Drinks on the table
- Opportunity to feature in a filmed interview which will be included in the event highlight video
- Two months of website banner advertising on any Place North site

SPONSORSHIP OPPORTUNITIES

HALF DAY CONFERENCE, BREAKFAST, LUNCH

Half Day Conference Sponsor: £4,250+VAT

- Branding billed as 'Sponsor' across all event marketing
- X8 event tickets
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Exhibition stand & product drop
- Host namecheck
- Comment piece published on a Place Media Group site
- Branding in event write-up
- Event photography
- Full delegate list access

Breakfast Sponsor: £3,000+VAT

- Branding billed as 'Sponsor' across all event marketing
- X8 event tickets
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Exhibition stand & product drop
- Host namecheck
- Branding in event write-up
- Event photography
- Full delegate list access

Lunch Sponsor: £4,950+VAT

- Branding billed as 'Sponsor' across all event marketing
- Branding on all promotional materials
- Full delegate list access
- X10 event tickets
- Host namecheck
- Exhibition stand & product drop
- Comment piece published on a Place Media Group site
- Branding in event write-up
- Event photography
- Full delegate list access



**WE LOOK FORWARD TO
WORKING WITH YOU**



contact sales@placemediagroup.co.uk to
speak to our commercial team