

Client Solutions

PropertyWeek.com

MEDIA PACK 2023

ROUND TABLES

THINK TANKS

WEBINARS

SURVEYS

ANALYSIS

VIDEOS

NETWORKING EVENTS

DATA

RESEARCH

INSIGHTS

THOUGHT-LEADERSHIP

FACILITATOR EXPERTISE

REPORTING

MEASUREMENT



WHAT IS CLIENT SOLUTIONS?

Discuss, debate and network with your peers and clients

Property Week Client Solutions is a team of dedicated content specialists. Offering a range of **bespoke solutions**, we identify the best fit for clients' individual and specific needs.

Using the power of the Property Week brand, **we can cover various sectors** of the property industry including Residential, Industrial & Logistics, Later Living, PropTech, BTR, SHR, Social Housing, Student Accommodation, Workspace and more.

With our market-leading print, live and digital platforms, we offer unique access to **key decision makers** in the property industry.

Our suite of solutions includes, but is not limited to, **round tables, think tanks, video, networking events, custom publishing, surveys, webinars, research and data analytics.**

We draw on our **expert editorial team** who can chair, mediate, research and write pieces for print or digital publication.

We are able to source venues and hospitality packages for clients.



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WHAT WE DO

Ideas - we listen carefully to our clients' marketing and business development requirements

Planning - we discuss your objectives, desired results, markets and timings. We will then advise you on which of our bespoke solutions will help you achieve the highest engagement and achieve the best results for you.

Thought leadership - Property Week's brand positioning means we are perfectly placed to provide invaluable thought leadership in the property sector

Marketing - using our massive cross-platform reach, we plan the best campaign activity for clients to gain maximum awareness for their brand or products

Creative talent - we work with a team of digital, print and publishing creative specialists including photographers, designers, mediators and copy writers

Project delivery - our project manager will co-ordinate with all project stakeholders and venues and organise events



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NETWORKING EVENTS

These are bespoke, high-profile events that will position your brand as a leader on the chosen topic for the event. A panel discussion with three or four panellists, chaired by a senior Property Week journalist. The Client Solutions project manager will work with you to:

Bring together a panel of 4-5 experts, including a representative from your company, chaired by a senior Property Week journalist

Manage the logistics of your bespoke event. This includes audience acquisition of 50+ most relevant guests from your list of preferred attendees. Larger events require larger invitee lists to be supplied.

Create engaging and authoritative content by providing a Property Week journalist and photographer to report on the event

Produce a sponsored feature to appear in Property Week that is distributed via print and online

Promote the editorial coverage via email to our database and via our social media channels

We can also arrange **networking drinks events** and provide video coverage.

Venue and catering costs excluded from total package cost



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ROUND TABLES

This is an intimate, invite-only event (normally a lunch or dinner) that provides your organisation with access to industry opinion leaders to discuss a key topic with you. These are closed sessions with no audience. The article will be fully branded with your logo alongside the Property Week logo. The article will appear in the Property Week print and online version. The Client Solutions project manager will work with you to:

Provide access to high profile industry opinion leaders (50 names required from you with target sector, job title, seniority)

Bring together 10-12 industry experts, including a client representative to discuss a topic during lunch or dinner

Manage the event including personalised invitations from Property Week's editor

Create an engaging and authoritative article by providing a journalist to report on the event and a photographer

Promote the editorial coverage via email to the Property Week database and via our social media channels

The article will be **distributed across Property Week's subscribers** across multi-channel platforms

Provide you with a **PDF copy for you to use** for your own marketing purposes

Venue and catering costs excluded from total package cost



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THINK TANKS

Our successful Think Tanks are a small scale Round Table, normally held as a breakfast event. They provide you with the opportunity to highlight your expertise in a number of different sectors. Typically, businesses hold a series of Think Tanks throughout the year. Chaired by a senior member of the PW editorial team. The piece will be fully branded with your logo alongside the Property Week logo. The article will appear in the Property Week print and online version. These are closed sessions with no audience. Our Client Solutions project manager will work with you to:

Bring together a panel of 4-5 industry experts, including a client representative, to attend the event which lasts approximately 60 minutes plus networking time

Create bespoke invitations from the Property Week editor circulated to at least 25 people from your chosen wish-list

The article will be distributed across Property Week's subscribers across multi-channel platforms

Provide you with a **PDF copy for you to use** for your own marketing purposes

Venue and catering costs excluded from total package cost

Create an engaging and authoritative article by providing a journalist to report on the event and a photographer



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SURVEYS AND RESEARCH

Surveys cover a range of topics and help to stimulate discussion. As well as positioning your brand or organisation as an authority on a particular subject, surveys give you trustworthy, reliable and valid data to share with your clients and use for your marketing purposes.

Surveys cover a range of industry topics to help stimulate and drive debate, act as a brand benchmarking exercise or gauge marketing campaign perception

Online surveys allow the client to engage directly with Property Week's readership, providing focused lead generation and qualitative data capture on key audiences

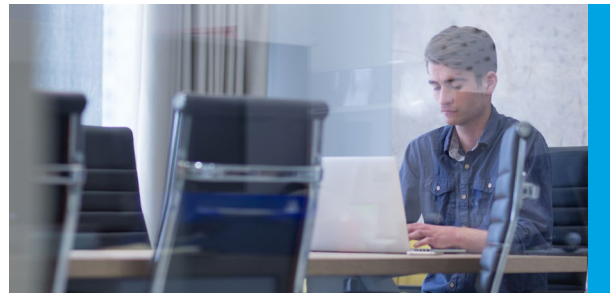
Two types of survey are on offer - targeted email surveys and white papers

Clients supply a list of questions to be discussed with our senior editorial team and **we will use a final list of 10-15 questions**

Surveys help you raise company profile by brand association with Property Week

Surveys position your organisation as thought leaders and educators on key industry topics

Surveys provide research content for thought leadership campaigns and PR



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SPONSORED FEATURES

Property Week's Client Solutions team will provide a project manager who will work in collaboration with you to:

Leverage the knowledge and expertise of our editorial team to help formulate content ideas relevant to your campaign

A Property Week senior journalist will write your article. The content can include analysis of any research you may have, or can conduct interviews with key figures from your business

You can use a sponsored feature as part of a broader strategic or tactical campaign which can include a Think Tank, event or survey

Property Week will design and format your feature

PDF provided to you for your own marketing purposes



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WEBINARS

Webinars are the perfect platform to engage with an audience 'virtually'; to educate and advise as well as inviting interaction through questions and answers. Harnessing the Property Week brand, webinars also provide you with data and lead generation to help improve your organisation's marketing and business development activity. Promoted as Property Week webinars in association with the client, the Webinar is mediated by a Property Week senior journalist, and usually includes a client presentation and a live Q&A with 2 or 3 additional panellists based on specialities (often also from the client). We use native advertising on the Property Week website to stimulate interest and drive registrations. The topic needs to be agreed prior to booking. Our Client Solutions project manager will work with you to:

Arrange a content steering meeting with the journalist and those participating in the webinar to discuss and agree webinar format and content

Help manage and host the webinar and track all registrants/leads via a third party webinar platform

Arrange a technical check and a rehearsal prior to the event webinar

Create a promotional plan to include:

- 1 x third party email to opted-in subscribers
- 2 x mentions in editorial newsletter daily/weekly
- 1 x banner or a sponsored content box on editorial daily/weekly newsletter for 2 weeks (position subject to availability)

- 6 x posts on social media (using Twitter and LinkedIn) tagging the partner so you can share as well
- MPU run of site for 1 week, appearing on all pages that are not sponsored at the time of going live on the Property Week website
- Add your logo to the webinar



CONTACT US

To find out more about how our Client Solutions team can work with you, please contact:

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