



RTPI Young Planners
Royal Town Planning Institute

Sponsorship Opportunities

Young Planners' Conference 2018

2-3 November, Albert Hall, Nottingham

Celebrating Planning for the Greater Good: how the profession responds to issues that affect places and makes them better.

The RTPI East Midlands Young Planners' Committee is hosting the 2018 RTPI Young Planners' Conference in Nottingham.

This conference is one of the main events in the RTPI calendar and each year the event brings together up to 300 planning professionals. The delegates are all 'Young Planners' defined as in the first 10 years of their planning career and attendees come from across the UK. The conference is always a positive and rewarding experience for everyone involved and supports young planners in the early stages of their career development.

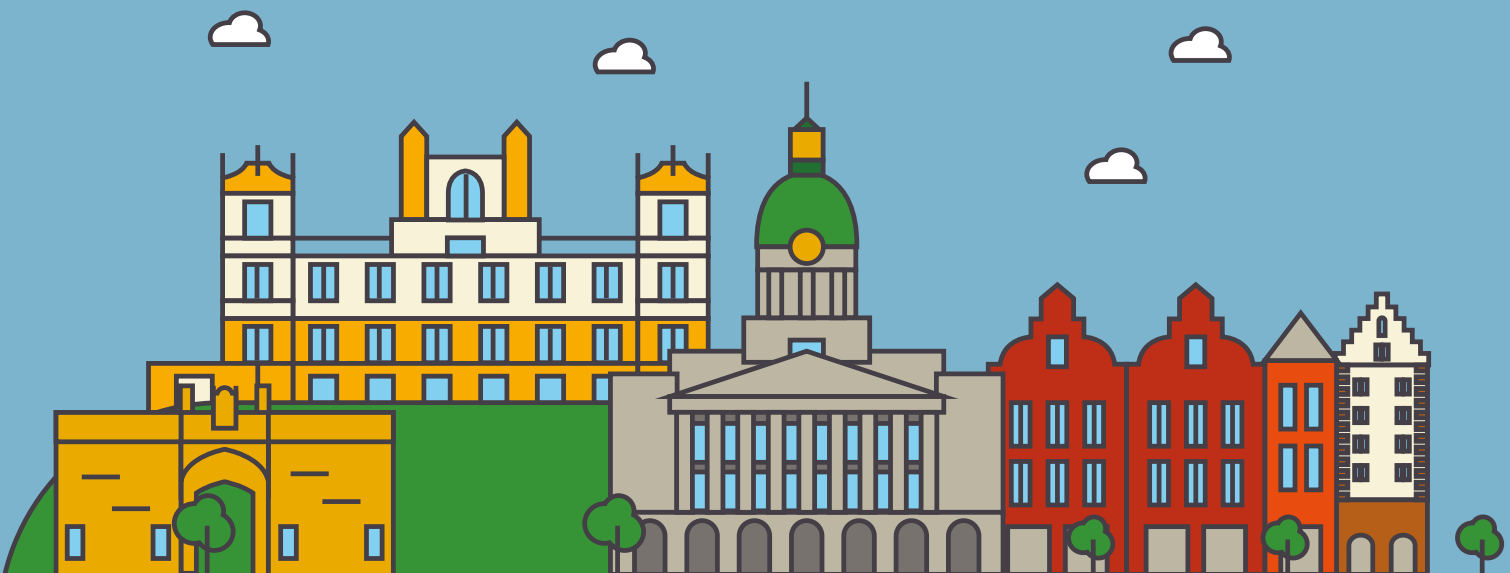
The event is made up of a full conference programme and throughout the two days of the event delegates will have the opportunity to listen to a wide range of quality speakers, take part in interactive sessions and put their views across in a number of workshops. Speakers come from a mix of political, development, public sector, educational and voluntary backgrounds.

Throughout the event speakers will offer their expertise in different subjects across planning. This year's conference will be held at the Albert Hall in Nottingham. Nottingham is one of the region's key cities located in the heart of the country.

Delegates will also have the opportunity to learn more about planning through the local context with study tours taking place at sites across Nottinghamshire, Derbyshire and Leicestershire providing a wide variety of urban and rural schemes that are coming forward at key strategic locations. Networking is also at the heart of the event, with drinks receptions and a gala dinner; key fixtures at the conference.

For more details on the event, programme and speakers please visit rtpi.org.uk/ypc2018

Keep an eye on our social media updates:
#YPConf2018
🐦 @EMYoungPlanners 🐦 @RTPIPlanners



Sponsorship benefits:

- Enhance your organisation's reputation by association with RTPI.
- The opportunity to take advantage of a chance to educate, inspire and support the audience of up to 300 influential Young Planners just starting out in the profession – develop relationships with the future voices of planning.
- Build brand positioning by gaining exposure to the RTPI membership of 25,000 planning professionals through the event marketing campaign.
- Increased exposure and heightened visibility by showcasing your organisation in our regional and network newsletters, targeted emails, *The Planner*, RTPI website and delegate handbook. We also promote the Young Planners' Conference on Facebook, LinkedIn and Instagram, which have a following of over 19,000 followers. Across various Twitter channels alone we have a combined following of 15,300.
- Enhance business relationships with opportunities to speak to engage with delegates face-to-face, to carry out research, gauge response, understand their views and promote your organisation's services. Often delegates will record information and report back on their experiences.
- Broadening your competitive edge with the opportunity to differentiate yourself from the competition and promote your organisation in a positive way to create preference and foster brand loyalty.
- Opportunity to meet and network with high-profile speakers working within the industry.





Packages

HEADLINE SPONSOR

£4,500 (+VAT)

THREE PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, social media and holding slides.
- Logo and 100 word profile on the RTPI website.
- Prominent company logo and 100 word profile in the delegate handbook.
- Exhibition stand in a prime location, for the duration of the conference. This will consist of two chairs and a 2m wide table. You can use your stand area to display marketing material and/or banners.
- Opportunity to place company material in delegate packs.
- 3x conference and 2x gala dinner tickets*.
- Opportunity to give brief welcome presentation to delegates.

GALA DINNER

£2,500 (+VAT)

TWO PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, RTPI website, social media and holding slides.
- Company logo and 100 word profile on the RTPI website and in the delegate handbook.
- Opportunity to display a banner at the Gala Dinner.
- Opportunity to place company material on the tables at the dinner.
- Opportunity to give a brief speech at the dinner.
- 1x conference and 2x gala dinner tickets*.

WELCOME DRINKS RECEPTION

£1,700 (+VAT)

TWO PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, RTPI website, social media and holding slides.
- Company logo and 75 word profile on the RTPI website and in the delegate handbook.
- Opportunity to display a banner at the welcome drinks reception.
- Opportunity to distribute company material at the welcome drinks.
- Opportunity for a short address at the reception.
- 1x conference ticket*.

GALA DINNER DRINKS RECEPTION

£1,800 (+VAT)

ONE PACKAGE AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, RTPI website, social media and holding slides.
- Company logo and 75 word profile on the RTPI website and in the delegate handbook.
- Opportunity to display a banner stand at the gala dinner.
- Opportunity for a short address at the start of the gala dinner.
- 1x conference ticket and 1x gala dinner ticket*.



“Sponsoring the Young Planners’ Conference was fantastic as it enabled us to run a recruitment workshop and conduct 1-2-1 career advice sessions with a number of different planners. This gave us the chance to showcase our expertise, provide consultation and build networks with professionals throughout the conference weekend. We are certainly looking forward to being involved once again next year.”

CJ Obi, Osborne Richardson



WORKSHOP

£1,500 (+VAT)

FOUR PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner* email marketing, RTPPI website, social media and holding slides.
- Host a workshop or provide an introduction to the session.
- Company logo and 75 words profile on the RTPPI website and in the delegate handbook.
- Exhibition stand in a prime location, for the duration of the conference. This will consist of two chairs and a 2m wide table. You can use your stand area to display marketing material and/or banners.
- Opportunity to place company material within delegate packs.
- 1x conference ticket*

STUDY TOUR

£1,000 (+VAT)

FOUR PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, RTPPI website, social media and holding slides.
- Host or provide the introduction to a study tour.
- Company logo and 75 word profile on the RTPPI website and in the delegate handbook.
- Opportunity to place company material within delegate packs.
- 1x conference ticket*

EXHIBITION STAND

£500 (+VAT)

FOUR PACKAGES AVAILABLE

- Logo on all pre-event promotional material including print adverts in *The Planner*, email marketing, RTPI website, social media and holding slides.
- Promote your company through a staffed exhibition stand and access to all delegates in breakout areas. Your stand will consist of two chairs and a 2m wide table. You can use your stand area to display marketing material and/or banners.
- Company logo and 75 word profile on the RTPI website and in the delegate handbook.
- Opportunity to place company material within delegate packs.
- 1x conference ticket*.

BRANDING

There are also a number of branding opportunities available at the event, such as, notepads and pens, lanyards and delegate bags. If you are interested in any branding options at the event please get in touch so we can discuss a bespoke package with you.

TO DISCUSS YOUR OPTIONS:

Contact David Hutchinson

DavidHutchinson@boyerplanning.co.uk or 0115 852 8056

or Scott O'Dell scott.o'dell@fishergerman.co.uk

or 01530 567479 / 07785 616659.

*Your conference tickets cover both attendance at the conference and manning your exhibition stand. Should you need more tickets for colleagues to man the stand, you can purchase up to two additional tickets at the early bird rate of £105 +VAT until Thursday 31 May 2018. You're free to purchase as many additional tickets for the gala dinner as you wish for £49 +VAT.

COMPETITION PRIZE

ONE PACKAGE AVAILABLE

A social media competition will run for the Best Image during a study tour. If you would like to donate a prize for the winner, you would also receive:

- Logo and special mention included in the programme.
- Logo on the RTPI website and promotion on social media.
- Mention at the conference.
- Logo included on conference holding slides.





RTPI Young Planners

Royal Town Planning Institute



The Royal Town Planning Institute
41 Botolph Lane
London EC3R 8DL

RTPI events
T +44 (0)20 7929 8334
hannah.armstrong@rtpi.org.uk

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