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Localis Events

WHY SPONSOR A LOCALIS EVENT?

Localis events provide an opportunity for sponsors to contribute to a topical debate, and have in the past attracted important and influential attendees and speakers, from senior ministers to council leaders to leading policy makers from across the country. Last year our events programme included drinks receptions, panel debates and roundtable discussions, all of which were well attended and many of which gained significant press attention. All of our events offer tangible benefits to our sponsoring partners including brand publicity, a speaking platform, and exposure to the key stakeholders related to their individual industries.

TYPES OF EVENT

There are three usual formats to our events, which are described below. However, we are always open to working with our sponsors in innovative and interesting new ways, and would be delighted to discuss other potential opportunities.

Panel Discussion

- *Format* – Usually a public event with three or four high-profile speakers talking about a particular issue from their different perspectives - followed by a question and answer session with the audience.
- *Subject* – Generally a high-level discussion of a key localism or local government issue, chosen to have a broad popular interest.
- *Attendees* – Speakers are often well known and can therefore draw a large audience, especially at conference.
- *Advantages* – A sponsoring partner benefits from being seen to be directly involved in the forefront of an important policy debate, gaining exposure through invitations, adverts and branding at the event itself. There is also a potential opportunity to be involved in the panel discussion. Our panel events have, in the past, also received substantial press coverage.

Roundtable Discussion

- *Format* – A private discussion between 10-20 invited subject experts from a range of backgrounds.
- *Subject* – Tends to be more focused on more specialized policy areas which require more detailed thought and discussion.
- *Attendees* – A mix of local government officers and politicians plus academics, Whitehall civil servants and MPs. The more specialized the subject matter, the more focused on the officer level rather than politicians roundtables tend to be.

- *Advantages* – These discussions are a good opportunity for sponsors to talk face to face with experts about specific policy issues, and to get direct exposure to key local government decision makers.

Drinks Reception

- *Format* – Usually in the form of a guest speaker, followed by networking, including drinks and canapés.
- *Subject* – A topical subject matter agreed with the speaker, and designed to attract as wide a crowd as possible.
- *Attendees* – A high-profile speaker and a large list of invitees. It can be a private event with a list drawn up in collaboration with the sponsor, or a public event.
- *Advantages* – Potential publicity in the form of invitations, a brief speech by the sponsoring partner and a range of branding opportunities at the event itself, as well as the opportunity to network with a large number of people from the relevant sectors.

SERVICES INCLUDED

Venue – Localis has access to a fully equipped room in the heart of Westminster - the Ideas Space – which can host up to 80 people. The use of this is included in the quoted cost of an event. External events will incur extra charges to cover the cost of room hire

Food and drink – We can provide a range of food and drink at all of our events at a small additional cost

Audio visual equipment – This is included in the cost of events in the Ideas Space, but a small levy will be charged for any external events, if required

COSTS

	<i>Typical cost for non-members*</i>
Roundtable discussion or panel event	£4000-£7000
Conference panel events	£6000-£8000
Drinks Reception	£8000- £10,000

MEMBERSHIP

Please note that Localis Membership provides substantial discounts on any work undertaken during the membership period. The cost of corporate membership starts at £10,000 which provides a discount of at least 25% on any work, plus a range of additional benefits. For more information, or for a full quote, please email dominic.rustecki@localis.org.uk

**NB. All costs quoted here are exclusive of VAT. A detailed proposal for each piece of work will be agreed once membership has been signed. Research and event prices exclude additional expenses not listed, including printing costs and refreshments.*