

BRE Conference Season 2016/17



Partnership Package

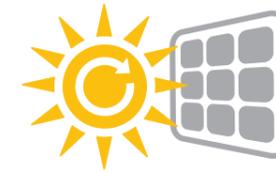
	Headline Partner	Conference Partner
 First tier branding on all marketing materials and website	✓	
 Branding on all marketing materials and website		✓
 Opening address to the conference	✓	
 Twenty minute presentation addressing the conference	✓	✓
 Prominent branding and marketing material on display during the conference	✓	✓
 Dedicated partners page on the convention website incl. 200 word company profile, latest news from your organisation and hyperlink to company website	✓	✓
 600 word opinion piece in Building4Change (conference media partner), a leading online Built Environment journal with over 40,000 subscribers	✓	
 Three minute promotional interview , hosted by the conference website, BRE YouTube channel, Building4Change, Partners website, Social Media and other online channels as agreed with partner	✓	✓
 Access to delegate list and contact details post event	✓	✓
 10 complimentary guest tickets	✓	✓
 Drinks reception optional (at cost)	✓	
 Invitation to join conference steering and networking group	✓	
 Invitation to take part in senior level round table discussions and workshops , hosted by BRE for industry throughout the 2016/17 financial year	✓	✓



APRES CONFERENCE

Action Programme on Responsible Sourcing.

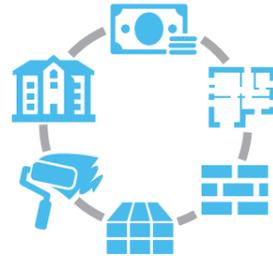
- 29 November, 2016**
- Cavendish Square, London
- www.apres.bre.co.uk



BIPV PROSPECTS

The business case for investing in building integrated solar photovoltaics.

- February, 2017**
- London
- www.bipvprospects.com



RETROFIT4CHANGE

Funding and delivering retrofit more efficiently and cost-effectively

- 5 July, 2016**
- BRE, Watford
- www.retrofit4change.com



CONNECTED CITIES

Data and digital tools for de-risking the planning and design of urban environments.

- September, 2016**
- London
- www.citiesconvention.com/connected



MODERN SLAVERY AND ETHICAL LABOUR IN CONSTRUCTION

Engage to de-risk your exposure to the Modern Slavery Act's requirements and to grasp the inherent opportunities to drive continuous improvement in your business and supply chains.

- 10 November, 2016**
- The House of Commons, London
- www.msa4construction.com



CITIES INFRASTRUCTURE

Infrastructure to stimulate sustainable city growth and regeneration

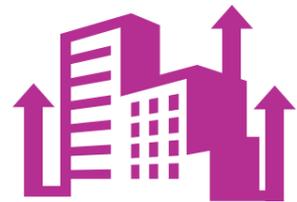
- January, 2017**
- London
- www.citiesconvention.com/infrastructure



BIM PROSPECTS

How BIM best practice can help lead to a more efficient sustainable future.

- March, 2017**
- BRE, Watford
- www.bimprospects.com



CITY REGENERATION

Simplifying the planning of sustainable brownfield land development.

- 24 June, 2016**
- 1 New Change, London
- www.citiesconvention.com/regeneration

2016

2017



THE SOLAR PV SUMMIT

The business case for investing in solar photovoltaics on commercial buildings and assets

- 19 July, 2016**
- Berwin Leighton Paisner, London Bridge, London
- www.solarpvsummit.com



BUILD4QUALITY

Cost-effective design and construction of quality sustainable homes

- September, 2016**
- BRE, Watford
- www.build4quality.com



UK CONSTRUCTION WEEK

BIM Prospects

- 18-20 October, 2016**
- NEC, Birmingham
- www.ukconstructionweek.com



CEEQUAL AWARDS

- 28 November, 2016**
- One Great George Street, London
- www.ceequal.com/outstanding_achievement_awards.html



RESILIENCE 16

Britain underwater – time to take flood resilience seriously

- November, 2016**
- BRE, Watford
- www.resilience16.com



HEALTHY PLACES 4 PEOPLE

Living well for longer.

- 6 December, 2017**
- BRE, Watford
- www.hp4p.com



OFFSITE OUTLOOKS

Embracing offsite and mass customisation – realising the benefits and delivering the change.

- February, 2017**
- BRE, Watford
- www.offsiteoutlooks.com



2017 BREEM AWARDS

The winners of some of the finest examples of sustainable buildings from around the world.

- 7 March, 2017**
- The London Marriott Hotel, Grosvenor Square

Our Marketing Reach

The **BRE Conference Season** will be driven by a marketing and promotional campaign running throughout the year to maximise brand opportunities and reach for all involved.

Key highlights include:



– **Partnerships and collaboration** with associations and trade bodies reaching over 500,000 built environment professionals



– Regular **targeted email campaigns** with the latest event announcements and relevant industry news to over 50,000 contacts



– Dedicated **PR campaigns** in trade, technical and national press focusing on conference content and relevant industry opinion



– **Social media campaigns**, including LinkedIn, twitter, YouTube and BRE's own BREBuzz platform



– **Press information** distributed to over 230 journals, newspapers, blogs and websites, with a combined circulation of more than 1.8 million industry professionals



– **Target media** researched against exhibitor and visitor profiles to create the most comprehensive coverage possible, encompassing multi-disciplinary, trade press big hitters and focused, niche publications



– Press information distributed in a variety of formats – text, images, animations, interviews – to exploit **multi-channel opportunities**



– **BRE corporate e-newsletter**: containing news items and events listings from across the BRE Group and our partner organisations this monthly communication has over 60,000 subscribers



– **Regular event updates** in all BRE managed networks and memberships, a list of over 10,000 companies and 120,000 individuals who receive regular bespoke communications from BRE dedicated to their area of interest



– **Building4change.com**: An online journal dedicated to BRE conference news and sponsor articles with over 40,000 subscribers from across the built environment.

Targeted personalised email campaign to a target list from the BRE database of senior construction professionals inc:

Architect
Consultancy
Other Profession
Academia
Manufacturer
Engineer
Building Services
Government

Surveyor
Building Owner/Occupier/User
House Builder/Property Developer
Professional Institution/Association
Facilities Manager
Utilities
Transport Organisation
Waste Management

"We are very proud to be partnering with BRE. We share a lot of similar cutting edge principles bringing positive change to the building industry."

Paul Marshall,
Account Director, Landmark
Information Services

"We are keen to support the efforts of BRE to educate the industry better."

Ben Wallbank BIM
strategy Manager
Viewpoint

"The event was well organised, had extensive coverage of the subject, provided good opportunity for participation"

"(BRE Conferences) A really good platform for thought leadership in the industry, as really excellent place to bring the stakeholder together."

"Great quality information"

Endorsements



Get face to face with decision makers

Make sure industry is talking to you and not your competitors. Challenge and inspire the audience with your innovative thinking.



Maximise the return on your marketing spend

Reach and influence your target audience in just two days. Regular updates on new exhibitors and delegates will be available.



Increase exposure of your brand and products

Reach over 500,000 construction industry professionals through our targeted marketing campaign and PR campaigns.



Showcase your ideas and products to an audience of key industry players

Our exhibitions, conferences, seminars and other activities will provide the perfect opportunity to launch new products and services and to promote your organisation.



A fantastic networking opportunity

Our conferences offer a number of networking and business development opportunities, including hosted drinks receptions, lunches and roundtables.

BRE Conferences
www.bre.co.uk/conferences
@BRE_Conf

BRE Bookshop
www.brebookshop.com

Building4Change
www.building4change.com
@building4change

Building Research Housing Group
www.brhg.org.uk
@BRE_BRHG

General enquiries
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"Building4Change is recognised for offering insights about sustainability in the built environment so we were delighted by its coverage of the launch of the Offsite Management School. It being part of BRE Conferences also meant we were able to speak directly to industry at the Offsite Outlooks conference."

Shaun McCarthy OBE,
Director Action Sustainability & Chair
of the Supply Chain School

"BRE has managed the successful presence of Government aligned bodies at large exhibitions"

"Just a note to thank you all for your hard work and help in organising the Herts Housing conference... the event ran extremely well and I had lots of positive feedback from attendees."

Ken Adams,
Managing Director LIFE Build
Solutions Limited

"Working with BRE has proven to be a valuable experience for IES, one which we have enjoyed very much. We have benefitted from various opportunities to interface with like-minded practitioners and we look forward to more of the same."

Dr Sarah Graham,
UK Division Head, IES

"Great speakers covering a range of topics from a variety of perspectives"