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## **Conferences 2011**

### **WHY SPONSOR A LOCALIS EVENT?**

Localis events provide an opportunity for sponsors to contribute to a topical debate, and have in the past attracted many important and influential attendees and speakers, from Ministers, shadow Ministers and senior MPs to council leaders to leading policy makers from councils from across the country. Last year our events programme included panel debates, drinks receptions 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 an opportunity to engage with the key stakeholders related to their individual industries.

### **WHY SPONSOR A LOCALIS CONFERENCE EVENT?**

Conference events offer a unique opportunity for exposure to different audiences from a range of sectors. Sponsorship of conference events includes a listing in the conference fringe guide, branding on invitations and at the event itself. There are a range of conferences that take place throughout the year, the most significant of which are:

**LGA Conference** – With a largely local government focus, this is a particularly useful conference to receive exposure to the local government community from across the whole country. Last year, we held a roundtable discussion and a drinks reception, both of which were extremely successful.

**Party Conferences** – The three major party conferences offer great opportunities to get exposure to a captive audience of delegates from a wide variety of backgrounds. We held a number of highly popular and successful panel debates at all the 2010 party conferences, with speakers including DCLG ministers, Shadow Ministers, MPs, council leaders and senior representatives from the private and third sectors.

### **WHAT TYPE OF EVENT SHOULD WE SPONSOR?**

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* – This is the most common form of event, and is usually a public event with three or four high-profile speakers discussing 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 appeal.
- *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 a specific policy area which will 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 engage with the key stakeholders 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.

## WHAT TOPIC SHOULD THE CONFERENCE EVENT FOCUS ON?

There are a range of policy themes that we are interested in for 2011. Below are some suggestions, but we would be more than happy to discuss other interesting subjects, should you wish.

- **The future role of local government** – strategic commissioning, the changing role of councillors
- **Local Government Finance** – financial autonomy, financial innovation (bonds, TIF etc), trading councils
- **General power of competence** – what the GPOC means, can-do councils
- **Payment by results** – early intervention, measuring social value, pooled budgets
- **Procurement** – making procurement work for communities, new models of procurement, is Europe really the problem with procurement?
- **Housing** – barriers to house building, use of public land, community right to build, social housing provision
- **Planning** – neighbourhood planning, infrastructure planning, planning as a tool of economic growth, implementing the Government's planning reforms
- **The Big Society** – the role of local government in developing the Big Society, funding the BS, breaking down the barriers to the BS, developing community involvement
- **Councils working together** – shared services, new geographies for service provision, duty to cooperate
- **Local government's role in economic development** – the future of LEPs, regeneration in a time of austerity
- **Place based budgets** – getting government to work across departments, family recovery programmes, specialists to generalists
- **Health and social care** – the role of local government in health, the future of social care
- **Environment** – the future of local energy generation, greening the housing stock
- **Transparency and the future of audit** – measuring council performance in the post-CAA age, transparency in an age of austerity, aiding the armchair auditors
- **Efficiency** – cutting costs not corners, helping the lean get leaner

## WHAT IS INCLUDED IN THE SPONSORSHIP COST?

**Venue** – Following a discussion with the sponsoring partner, Localis would take care of all the arrangements for the venue.

**Invitations and publicity** – Where appropriate, we will advertise the event on our website, including any sponsoring partner’s logo. Every event will be listed in the relevant fringe guide, jointly-sponsored, free of charge. We can arrange further advertising in conference booklets if required. We will take care of all invitations to speakers and attendees, and every invitation will reference the sponsoring partner. There will also be opportunities to put up a banner, and distribute literature at the event itself.

**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 can be provided if required upon payment of a small additional levy

## HOW MUCH WILL A CONFERENCE EVENT COST?

The exact price of an event will vary depending on the work involved and expenses. Costs can be substantially reduced with membership. **Full members will receive a discount of at least 25% on any joint event undertaken during the membership period.** Indicative prices are:

<b>Other Options</b>	<b>Cost for Full Members*</b>	<b>Typical Cost for Basic and Non-Members*</b>
<b>Conference panel events</b>	£4000	£6000-£8000
<b>Conference roundtable</b>	£4000	£6000-£8000
<b>Conference drinks reception</b>	£6000	£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 [tom.shakespeare@localis.org.uk](mailto:tom.shakespeare@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.*