



THE PLMR BUSINESS HUB

CONSERVATIVE PARTY CONFERENCE
BIRMINGHAM, 2ND – 5TH OCT 2022



Party Conference Reception of the Year
PRCA Public Affairs Awards 2019

PLMR | COMMUNICATIONS
WITH IMPACT

WELCOME

PLMR's Business Hub is a dedicated events and meeting space at the heart of the Conservative Party Conference situated in a prominent location within the secure zone.

Through the PLMR Business Hub at previous Conferences we have delivered many panel events and receptions on issues ranging from Brexit and agriculture to trade, technology and education. The PLMR Business Hub has also hosted a range of Cabinet Ministers, Special Advisers, Select Committee Chairs, senior backbench MPs and national political journalists.

Winner of Party Conference Reception of the Year at the PRCA Public Affairs Awards, PLMR's Business Hub is returning to Birmingham for Conservative Party Conference 2022.

Our Hub will continue to be the place to go for meetings, networking opportunities and events. It offers meeting spaces for commercial partners as well as an opportunity to host events during the four days to raise, highlight and promote the issues that matter to you.

We are pleased to say that the Daily Telegraph is also returning as our official media partner. At PLMR, we understand the importance of ensuring that your conference activity has real impact.

Whether you are hoping to organise a panel event to engage key political stakeholders, a reception that will raise your profile with target MPs, or you simply want a quiet meeting space, the PLMR Business Hub can help you to make the most of Conservative Party Conference 2022.



Simon Darby

Director – East of England



Will Savage

Director – Head of Birmingham





FRINGE EVENTS



We can organise and run a high-impact event for you at the PLMR Business Hub. From a theatre-style breakfast panel to an afternoon Q&A session, we can help you create and deliver an event that meets your specific objectives. PLMR will target and secure speakers, design and send invites, manage RSVPs, and create event collateral using our in-house design team. We will also advertise your event in the official Fringe Guide and other materials before and during Conference.

Cost: £5,500-£7,500 (+VAT). The cost also includes refreshments, advertising, and a Conference Pass for the organiser.

EVENT AND EVENING RECEPTION

If you are holding an event and would then like to host a drinks reception straight afterwards, the PLMR Business Hub is the perfect space to do both. The size and flexible nature of the Hub means we can organise a theatre-style panel event for up to 80 guests, seamlessly followed by a drinks reception in the same venue – helping to secure maximum attendance and engagement from your target audience.

Cost: Starting at £13,500 (+VAT). The cost also includes drinks and canapés, advertising, and a Conference Pass for the organiser



EVENING RECEPTIONS

The PLMR Business Hub offers a great opportunity for you to raise your profile and host a high-level networking event with key political stakeholders, sector partners and media at the heart of Conference. We will work with you to develop the theme and secure your target speakers and guest list. We will manage RSVPs, design event collateral and run the event on the day. PLMR's Business Hub has capacity to hold a reception for up to 150 guests.

Cost: Receptions start at £7,500 (+VAT). The cost also includes drinks and canapés, advertising, and a Conference Pass for the organiser.



HUB LOUNGE: AN EXCLUSIVE MEETING PLACE

When PLMR's Business Hub is not holding events, it will be a dedicated invitation-only meeting and working space. Our exclusive guests will be able to enjoy:

- Dedicated working stations
- Complementary copies of The Telegraph
- Free tea and coffee
- Wi-Fi

Only PLMR's Business Hub pass holders will be able to book and host meetings at PLMR's Business Hub which can be arranged ahead of Party Conference alongside PLMR's dedicated Conference team.



PUBLIC AFFAIRS SERVICES

As an integrated agency, PLMR offers a range of services to help organisations make the most out of party conferences, including:

CONTACT PROGRAMMES

Helping you to maximise your attendance at party conferences by identifying and supporting engagement with your key political stakeholders. We will create a bespoke, high-level meeting programme that delivers results for you using our extensive network and in-depth political understanding.

CONFERENCE MONITORING

We know that sometimes it's not possible to attend all relevant events. PLMR can monitor events on your behalf and provide you with either detailed or distilled briefings. We are also expertly placed to provide analysis on new policy announcements and implications for your sector.



TRAINING

If you are due to speak at an event during conference season and would like to refresh your presentation delivery skills, PLMR can give you the training you need to effectively deliver your key messages.



HOLDING YOUR EVENT AT PLMR'S BUSINESS HUB WILL:

- Raise your profile among decision makers
- Secure one of the most prominent locations at Conference, working with expert event organisers who will help you create a bespoke event tailored to your objectives

WE WILL:

- Provide support with securing high-level speakers Design invites, collateral and AV materials
- Handle RSVPs and act as dedicated point of contact for all event queries
- Manage event marketing including an advert in the official Fringe Guide, event leaflets and social media materials
- Run the event on the day

"Thank you so much for the amazing support you gave us at conference. The Hub was a dream to work in; it was run professionally but with personality and every meeting we held, people commented at how impressed they were."



Danone used PLMR's Business Hub's meeting space at Conservative Party Conference 2018

"Party conferences are such a frantic environment with so much going on, having PLMR's Business Hub as a base where professional meetings can take place in a quiet, calm environment was so valuable. The PLMR team also took every opportunity to introduce us to various relevant businesses and high profile political figures passing in and out of the Hub, which really added value to our time at conference."



HEALTH ▸ HYGIENE ▸ HOME

Katy Slater - Senior Regulatory Manager for Brexit and EU Policy at RB

PLMR | COMMUNICATIONS WITH IMPACT

Founded in 2006, PLMR is an award-winning integrated communications consultancy, based in the heart of Westminster.

We deliver timely, impactful communications and stakeholder engagement support to clients on a daily basis, including on the most challenging and sensitive of briefs. We offer a full suite of communications services: public affairs, PR, planning communications, crisis management, campaigns, media training, digital, film and design.

For more information contact us at
conference@plmr.co.uk or call **020 7622 9529**