

PLMR
communications + impact

Guide to Labour Party Conference



Sunday 28th September – Wednesday 1st October
Liverpool

PLMR

Contents

[Looking ahead to Conference](#)

[What's on?](#)

[Making the most of Conference](#)

[What to bring to Conference](#)



Looking ahead to Conference

Labour Party Conference 2025 will be a crucial moment for the Labour Government which is now more than a year into its current term. The landslide victory of July 2024 gave Sir Keir Starmer a strong majority and a clear mandate to deliver on his "missions" - to kickstart economic growth, build an NHS fit for the future, make communities safer, make Britain a clean energy superpower, and break down the barriers to opportunity. But the honeymoon period is over.

[Polling](#) suggests that many voters remain unconvinced that their lives have tangibly improved. Economic optimism – across voters and businesses - is low, and the government faces an extremely challenging fiscal environment, with attention already turning towards the autumn Budget and persistent speculation regarding the need for further tax rises. This Conference, therefore, will be seen by the Party leadership as an opportunity to show delivery, restore momentum, and reassure both the public and its own membership that its "Plan for Change" is underway.

Labour Conference retains a policy-making role for the Labour Party. Throughout the year, party members submit ideas to the National Policy Forum (NPF), which then presents these policies to Conference, shaping the debates for the entire week and deciding on which policy areas delegates will vote. Delegates from trade unions, affiliated groups and constituency parties are nominated to represent all sections of the Labour Party and ensure that from the grassroots up, a full spectrum of views and opinions are heard. While often overlooked by outsiders, these debates offer valuable insight into the political direction of the Party and the strength of feeling on specific issues.

This year, some of those internal tensions are very likely to be on display. The Party leadership is proposing changes that would provide them tighter control over future policymaking, prompting concerns among some activists about weakening grassroots influence. Expect debates on housing, climate, and welfare to reflect broader questions about how far and how fast Labour is willing to change the country.



Looking ahead to Conference

For businesses, charities and wider membership bodies, Conference provides a range of engagement opportunities. In many areas, this administration is still defining the key delivery models, funding mechanisms, and legislative timetables needed to enact change. Conference presents an opportunity to continue influencing activity around key policies of relevance to your organisation. The Party wants to be seen as pro-business, pro-delivery and serious about reform. This creates space for stakeholders who can credibly contribute to its five missions: economic growth, clean energy, safer communities, equal opportunity, and NHS renewal.

Conference is all about connections: the vast programme of 'fringe' events, the receptions, the one-to-one meetings, relationships built in party conferences provide a useful touch-point in support of wider public affairs campaigns - not as one-off moment, but using and leveraging connections built to gain support for campaigns and gain insights for ongoing strategic engagement.

Whether engaging with metro mayors, backbenchers or councillors, the organisations that succeed will be those that understand the political dynamics, can speak Labour's language, and offer solutions grounded in evidence and impact.



What's on?

Labour Party Conference includes set-piece speeches from Keir Starmer and his top team, key votes in the main hall, and an exhibition hall of stands filled by campaign groups, businesses and coalitions.

But much of the real action happens on the fringe.

Fringe events

Fringe events are panel discussions, receptions, workshops, and roundtables that take place alongside the main Conference. They are run by charities, think tanks, campaign groups, media outlets, businesses and more. Fringe venues host high-profile sessions often attended by ministers, backbench MPs, councillors, activists and sector experts. They take place both inside and outside the secure zone.

You will need a conference pass to attend any events within the secure zone.

Fringe events are one of the best opportunities to engage with the people shaping Labour policy. They offer the chance to hear directly from ministers and MPs, and give opportunities to raise questions, make your voice heard, and get noticed.

PLMR's Policy Hub is a fringe venue within the secure zone, hosting a jam-packed schedule of high-level events throughout Conference.

FULL LINE-UP

PLMR is also on hand to support with:

- Identifying the most relevant fringe events for your priorities
- Securing relevant panel and speaker opportunities where appropriate
- Arranging coffees and meetings with stakeholders

The full schedule of events is set to be published in late August/early September.



Making the most of Conference



DO plan ahead

Decide your key messages early and build a clear engagement strategy. Ask:

- What is your campaign or policy ask?
- Why now?
- Who needs to hear this, and why should they care?
- What does success look like?
- Does what I'm saying speak to Labour's 5 missions? And if not, how can I frame it so it does?



DO be ready to seize spontaneous moments

MPs, ministers, advisers, and influencers will be at receptions, panel events, hotel lobbies, and coffee shops. A short conversation in an informal setting can be just as valuable as a pre-booked meeting.



DO take care of yourself

Conference is an exhausting few days of early starts and late nights. Bring comfortable shoes, a refillable water bottle, snacks, and leave time for breaks – it's a marathon, not a sprint.



DO use your time wisely

Aside from the debates in the main hall, mid-morning and mid-afternoon usually present opportunities to meander through the exhibition hall and explore the range of other organisations in attendance.



DO ask questions at fringe events

This helps raise your organisation's profile and may lead to follow-up conversations.



DO use Conference to build your network

Arrange coffees before you go and be prepared to make time for spontaneous ones too.



DON'T focus exclusively on the frontbench

Senior ministers will be in high demand. Target MPs on key select committees, special advisers, councillors, mayors, and rising stars – many of whom may be more accessible and influential in your area of interest.

What to bring to Conference



Your pass – required for access to secure areas and most events.



The printed guide – details the full agenda and key venues.



The official app – allows you to create a personalised schedule and receive real-time updates.



PLMR
communications + impact