

A blue-tinted photograph of a social event. In the foreground, there are several white baskets filled with fresh produce like tomatoes and leafy greens. In the background, a group of people are engaged in conversation. A man in a white shirt and glasses is looking towards a woman with long dark hair. Other people are partially visible, some in profile, some facing away from the camera. The overall atmosphere is that of a professional networking or community event.

portfolio institutional Events

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WHY PORTFOLIO INSTITUTIONAL?

Bespoke

Our events are tailor made for you. From choosing your topic through to what you would like to achieve, ending up in front of your perfect target audience and converting leads into business.

Thought leader

With the market crowded with industry events it is harder to stand out amongst many sponsors. As the sole sponsor you will be guaranteed to be seen as thought leader.

Data

We at portfolio institutional hold contacts for the biggest pension funds, independent trustees, insurances, local authorities and consultants. Let us know who you would to reach out to and we will get you face-to-face with them.

LOGISTICS

Outcome We will discuss what you would like to achieve from the event in the beginning so that going forward we can make sure you achieve your goals.

Topic and Agenda Together with you we will set a topic and come up with the best agenda for your event.

Size We differentiate between a small and intimate event (15 delegates) and a larger event (30-35 delegates)

LOGISTICS



Venue

Let us know what type of venue you would like and we will come to you with options which you can then choose from.



Speakers

Through our close contacts to our readership we are happy to help invite independent speakers if needed. Our editor is also available on request.



Timings

We suggest to have an intimate breakfast or an evening networking event

PRE-MARKETING

Landing page

We will create a unique landing page for delegates to register their interest.

Social Media

The event will be promoted on both our LinkedIn and Twitter pages.

Newsletter

The event will also be promoted on our weekly newsletter which has 4,000 opted in contacts.

PRE-MARKETING

Direct Mailings and Calls

We will also assure sign-ups through direct mailings and calls.

Website

We have a dedicated 'Events' page on our website where delegates can register and find out more information about the event.

Screening Process

We will run the sign-ups by you in order to insure the best quality delegates.

AT THE EVENT

Events Manager Our head of events will be present to organise everything on the day of the event and help you with anything else you may need.

Editorial Support Our editor can chair panels and discussions at the event if you wish.

Food and drinks etc. All food and drinks as well as AV will be organised prior, however, we will make sure that everything is prepared on the day.

POST EVENT

Follow-up emails

We will email all attendees thanking them for coming and also send them all materials from the event. We will also email those who could not attend letting them know what they missed as well as all materials.

Lead generation

Following event all the data of those who signed up will be passed onto you.

Write-up

If you would like, our editor can produce a write-up of the event in our magazine and online

Circulation of podcasts

If you have chosen to include a podcast in your package we will circulate this for you and the data from sign-ups will be passed onto you.

COSTS

These are the minimum prices for an event. However due to the bespoke nature of all of our events, prices may vary.

Small event (15-20 delegates)	£19k
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Big event (30-35 delegates)	£35k
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With a podcast

Small event (15-20 delegates)	£24k
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Larger event (30-35 delegates)	£39k
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Thank-You

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