

*pi*

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Digital Events



# ABOUT US

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*portfolio institutional* exclusively write about institutional investment.

This focus on pure investment content for UK Institutional investors is what makes our brand unique in the market.

Our dedicated readers are professional investors at institutions, whom are responsible for asset allocation and making investment decisions on behalf of the institutions they represent.

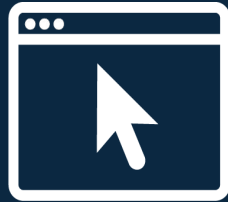
See our [media pack here](#)

# ABOUT US - UK

*pi*



READERSHIP OF 6,147



14,000 AVERAGE  
WEBSITE TRAFFIC



700 AVERAGE  
NEWSLETTER OPENS



LINKEDIN AND TWITTER  
FOLLOWINGS

# STRATEGY

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# PRE-MARKETING



Prior to the event, on a topic of your choice, a full marketing campaign will be implemented in both the UK and Germany.

## PRE-MARKETING INCLUDES:

- A banner or text ad featured on the newsletter twice a week
- A full social media campaign on our social media platforms
- An advert in an issue pre-event
- A banner ad on the website
- A registration page on the website
- Screening of sign ups
- Electronic invites to signed up delegates

# THE EVENT DAY



We will organise and produce the whole event for you, ensuring a successful webinar.

## ON THE DAY:

- Fully managed by our team
- Tech support throughout the event
- Moderators supplies by us
- Managed Q&A during event
- Branding throughout event

# POSSIBLE EVENT AGENDA



Attendees can submit questions while the discussion is ongoing.

A moderator will then select the questions and the attendee will be spotlighted during the Q&A

**9.00-9.05: Greeting**

**9.05-9.35: Panel discussion**

**9.35-9.45: Q&A**

**9.45-10.15: Panel discussion**

**10.15-10.45: Q&A**

**10.45-11.15: Possible keynote speaker**

# POST-EVENT



We want all our readers to hear about the success of the webinar and the educational and thought-provoking content

## THIS INCLUDES:

- Write up in the magazine
- Video on the website
- Video in the digital magazine
- Delegate list
- Follow up email from us to delegates to build your sales pipeline
- Banners on website
- Video on Newsletter



# COST

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The total cost of this package is **£20k**



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THANK-YOU