



# Review of 2024 - Plan for 2025





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1. INTRODUCTION

2. FEEDBACK ON BTR FORUM 2024

3. PLAN FOR 2025 + OPPORTUNITIES TO GET INVOLVED

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## 1. INTRODUCTION

The BTR Forum was launched 10 years ago by ‘Movers & Shakers’ - an independent and trusted brand in the UK Real Estate marketplace. It has developed into an ‘authoritative’ and ‘highly rated’ conference, attracting contributions from leaders from across the private and public sectors, consistently delivering great outcomes.

This document provides feedback on the most recent conference - ‘UK Rented Living – More Homes, More Value, More Options,’ which took place on 8<sup>th</sup> October ‘24.

There were over 40 speakers involved in the forum, who contributed via a series of Keynotes, Presentations, Fireside Chats and Panel Sessions. Just under 300 delegates attended the event which was held at 30 Euston Square (London), a dedicated conference venue.

## 2. FEEDBACK ON 2024

Thank you to all of those who were involved in this year's BTR Forum: Sponsors, Supporters, Contributors and Delegates.

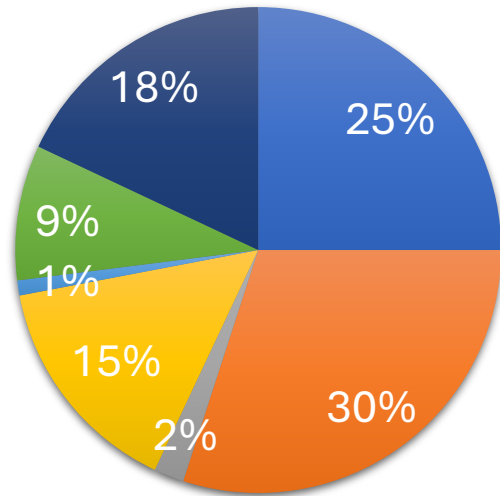
As usual we sent a Feedback Survey to all stakeholders. We received responses from around 14% of those involved.

In this section, we are sharing the feedback; providing a full analysis of how the conference was rated from a number of different perspectives. These include observations on key areas for improvement.



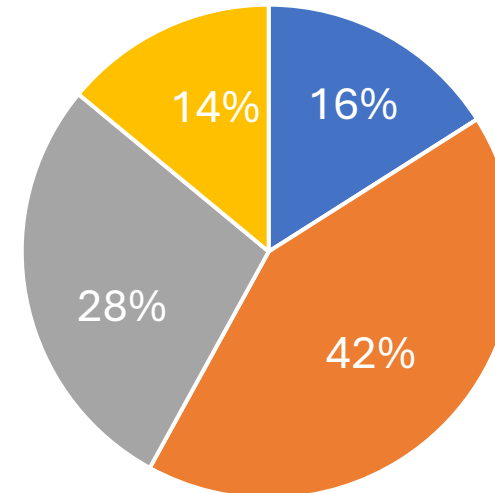
## An influential audience of senior players ...

DELEGATE MIX BY SECTOR



- Developer / Investors
- Consultant / Advisors
- Public Sector
- Property Advisors Managers
- Housing Associations
- Architects / Designers
- Other

DELEGATE MIX BY SENIORITY



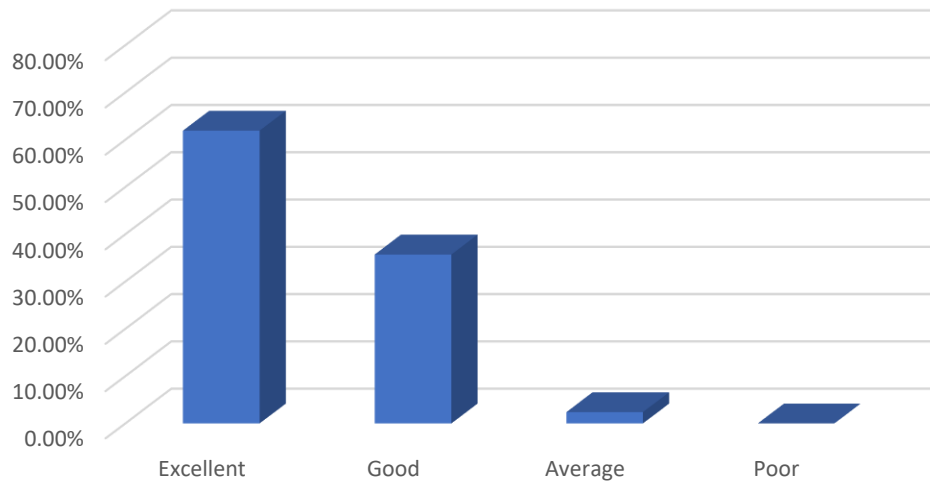
- Chief Exec / Chair / Senior Partner / Founder
- Director / Partner
- Associate / Snr Manager / Head of Function
- Other



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## A well organised event ...

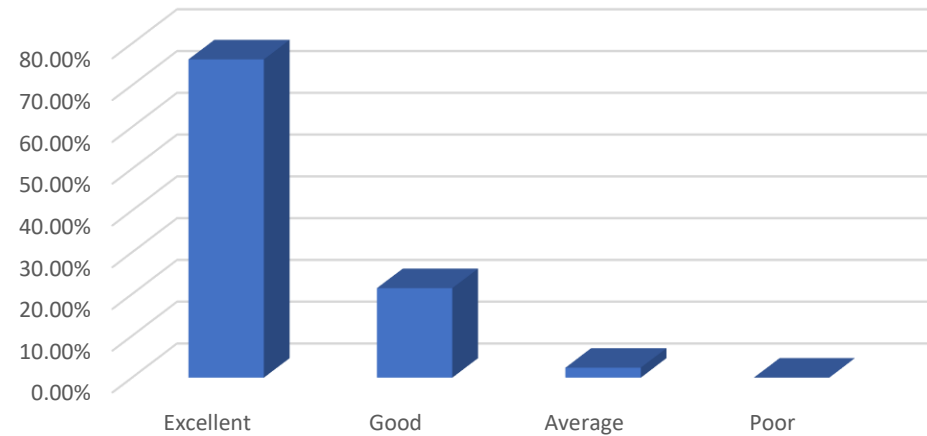
Pre-event Communication



**9 out of 10 delegates** thought the Pre-event Communications were Excellent / Good

*“Well organised, friendly welcome, no surprises”*

Practical Arrangements, Registration, Welcome, Signage & Organisation



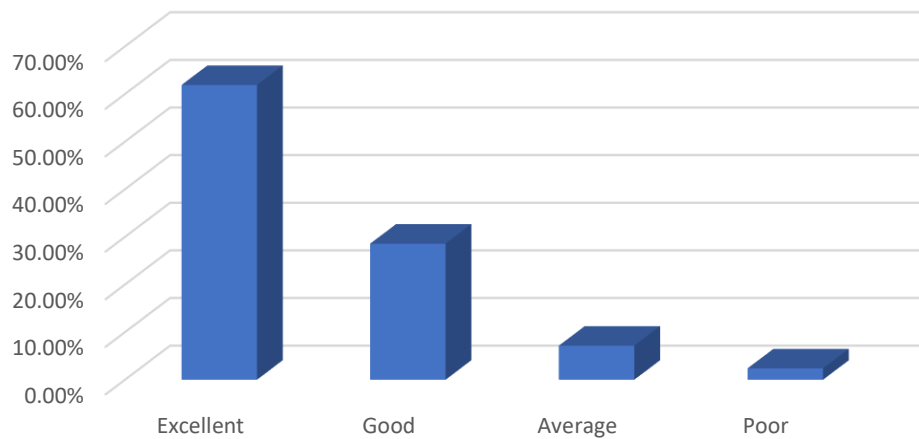
**10 out of 10 delegates** thought the Practical Arrangements, Organisation etc were Excellent / Good



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## A good venue...

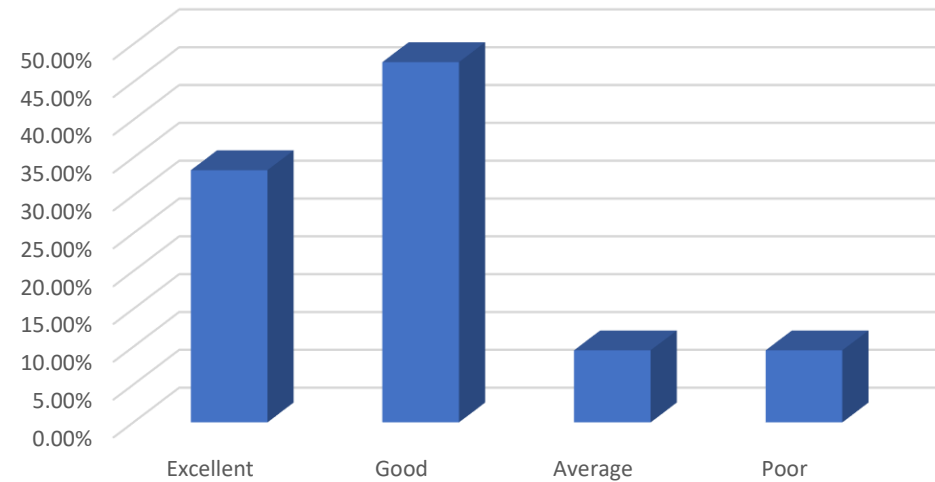
Venue - location, layout, environment, facilities, comfort & quality



**9 out of 10 delegates** thought Venue and Facilities were Excellent / Good

*“Liked the venue good to be in central London”*

Catering - quality of food, coffee and service



**8 out of 10 delegates** thought Catering was Excellent / Good



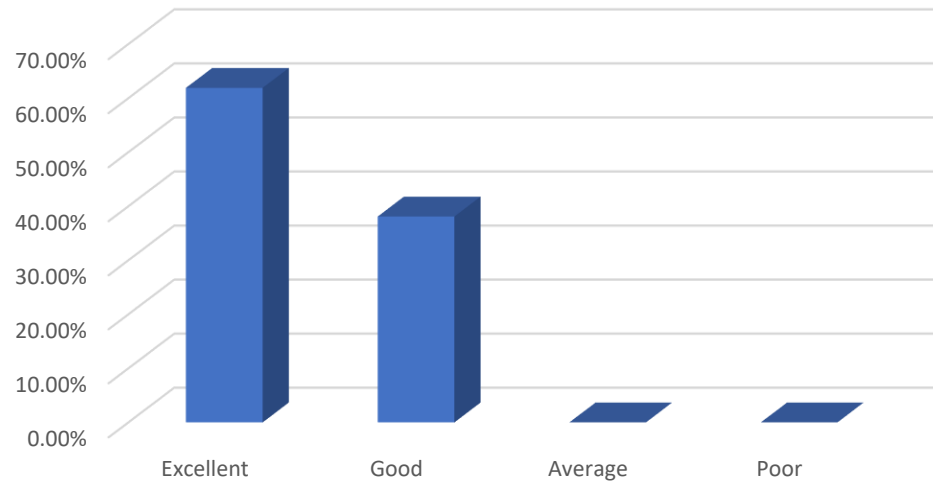


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## A valuable conference ...

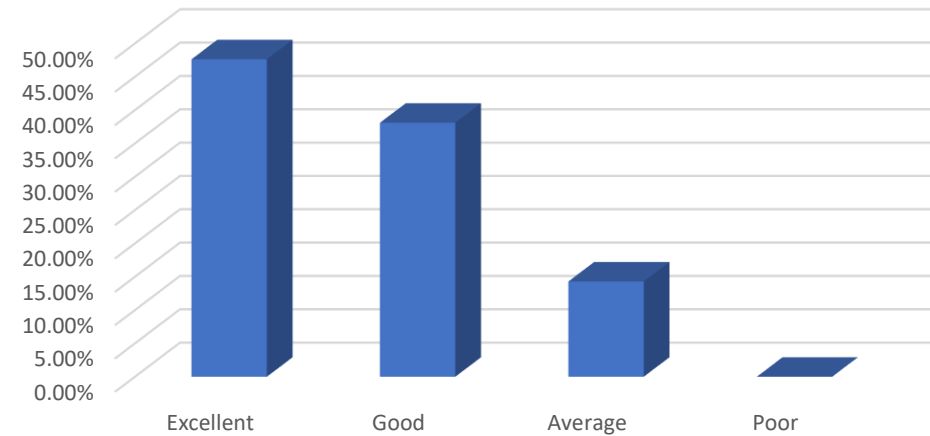
*"Speakers and discussions were really informative and interesting"*

Main Conference Content & Format



**10 out of 10 delegates** thought the Conference & Format was Excellent / Good

Networking Value - quality of delegates, format & opportunities



**Over 8 out of 10 delegates** thought the Networking Value etc was Excellent / Good

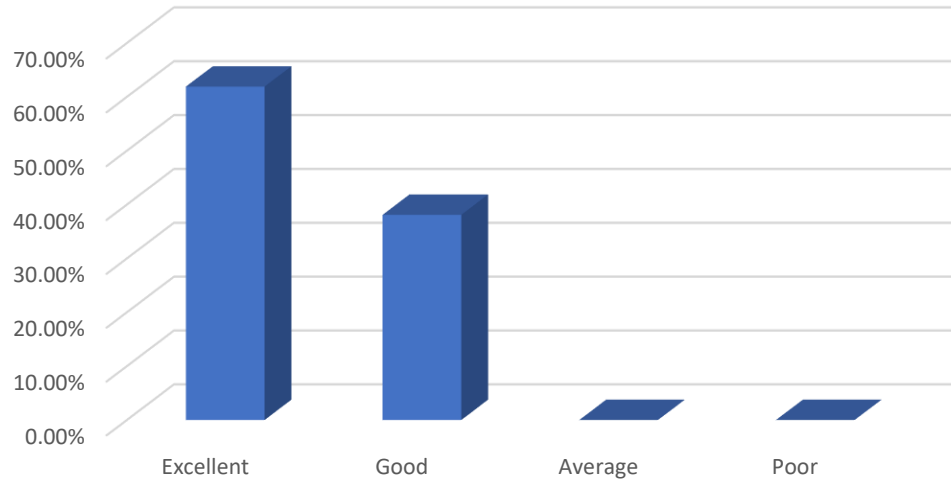


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## An authoritative and highly rated conference ...

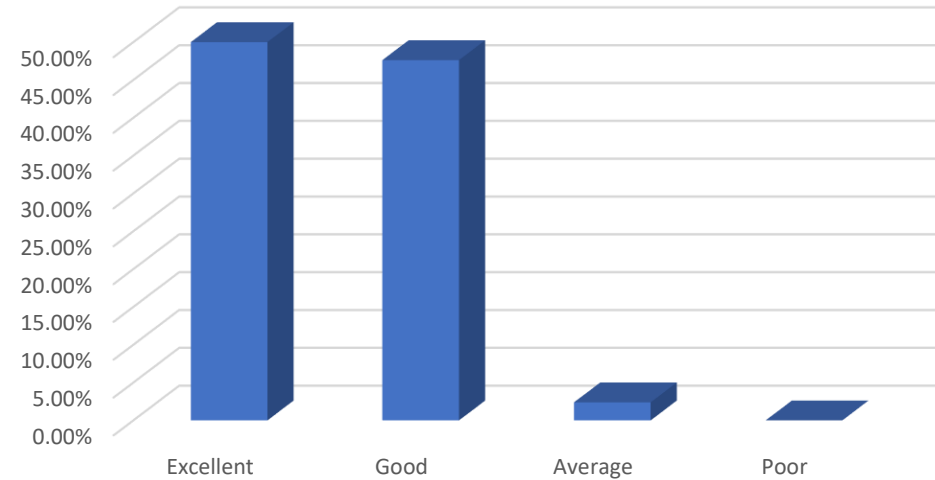
*"It's still the BTR event of the year, and congratulations to the whole M&S team!"*

Main Conference Speakers, relevance & authority



**10 out of 10 delegates** thought the Speakers, Relevance and Authority was Excellent / Good

Overall Conference Rating - relevance & value



**Just under 10 out of 10 delegates [97%]** rated the Overall Conference Value as Excellent / Good

## But inevitably there were some areas for improvement .....

*“Not sure the theatre format seating worked - venue was great in and of itself but would probably have preferred to be sat round tables during the sessions as per more typical M+S events. Don't let that take away from excellent content and networking though”*

*“Very high-quality content but networking could have more structure”*

*“Speakers and discussions were really informative and interesting, but it would have been useful to have been able to organise meetings with other delegates before the conference”*

*“As someone who did not know many people at the start of the day, it was a little daunting to navigate the networking time, but I did achieve some success in this. For future events it might be useful for one of the BTR Forum team to facilitate some introductions, perhaps tailored to the 'newbie' and their organisational role’*



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## Our conclusions .....

Based on the feedback, the **BTR Forum 2024** was a great success and delivered on its promise, **with just under 10 out of 10 delegates rating its 'value and relevance' as Excellent / Good.**

We note **one or two areas for improvement** and **will take these on board in our planning for 2025.**

### 3. PLAN FOR 2025

Building on the success of the BTR Forum, the plan for 2025, is to develop and add some additional events, maintaining the standards and authority, established over the past decade.

At a time when the development and roll-out of ‘Rented Living’ is fundamental to the delivery of much needed homes, we will use our platform to bring together the leaders from both the private & public sectors, to discuss and debate a roadmap for increasing delivery, whilst achieving the best outcomes and mix of homes.

The 2025 Programme will include:

- 11<sup>th</sup> Annual BTR Forum – UK Rented Living
- UK Rented Living - Breakfast Forum
- UK Rented Living - Leaders Private Dinners
- UK Rented Living - Core Forums ‘On Location’

## 11<sup>TH</sup> ANNUAL BTR FORUM – UK RENTED LIVING, OCTOBER 2025

**Positioning** – Authoritative Conference; Leading Private & Public Sector Speakers; Senior Level Delegates

**Format** – One Day Content Driven Conference

**Content** - Mix of Keynotes, Interviews, Presentations & Panel Sessions

**Theme** – Topical, Focused on Investment, Delivery and Outcomes

**Audience** – Mix of Senior Individuals from Key BTR Related Sectors\*

**Venue** – Central London

**Date** – October 2025

**Partnering Opportunities** – [see next page for options ....](#)

\* *see page 5 for full analysis*





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## 11<sup>TH</sup> ANNUAL BTR FORUM – PARTNERING OPPORTUNITIES (OCTOBER 2025)

### Headline Partner:

- Option to make a keynote presentation [subject to content fit]
- Option to participate in one of the plenary sessions
- Invitation to a speakers' and sponsors' private dinner
- Headline Branding with across all mediums
- Branding during the plenary sessions via holding slides
- A4 advert in the electronic delegate pack
- Company profile in delegate pack
- 10 delegate places

Cost £20k + VAT

### Conference Associate:

- Invitation to a speakers' and sponsors' private dinner
- Equal branding with the promoters and media partner; across all mediums
- Branding during the plenary sessions via holding slides
- A4 advert in the electronic delegate pack
- Company profile in delegate pack
- 5 delegate places

Cost £8.5k + VAT

### Conference Partner:

- Option to participate in one of the plenary sessions
- Invitation to a speakers' and sponsors' private dinner
- Equal branding with the promoters and media partner; across all mediums
- Branding during the plenary sessions via holding slides
- A4 advert in the electronic delegate pack
- Company profile in delegate pack
- 10 delegate places

Cost £12.5k + VAT

### Network Zone Partner:

- Invitation to a speakers' and sponsors' private dinner
- Equal branding with the promoters and media partner; across all mediums
- Branding during the plenary sessions via holding slides
- A4 advert in the electronic delegate pack
- Company profile in delegate pack
- 5 delegate places

Cost £8.5k + VAT

## BREAKFAST FORUM – UK RENTED LIVING – MARCH 25<sup>TH</sup>, 2025

**Movers & Shakers Property Networking Breakfast Forums** – the “Who’s Who in UK Real Estate”, bringing together the Industry Leaders + Influencers, for almost 30 years (now held at the Savoy).

**Positioning** – Authoritative, Influential, Leading Private & Public Sector Speakers, Senior Level Delegates

**Format** – Networking Reception, Breakfast Forum, Private & Mixed Tables

**Content** - Keynotes & Panel Sessions

**Theme** – ‘Rented Living’s Role in Solving the Big Housing Challenge’

**Audience** – Mix of Senior Individuals from Private & Public Sectors

**Venue** – The Savoy, London

**Date** – March 25<sup>th</sup>

**Partnering Opportunities** – [see next page for options .....](#)







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## BREAKFAST FORUM – PARTNERING OPPORTUNITIES

### Breakfast Co-Partners:

Option to Contribute to Session; Moderate, or join the Panel

Branding on all mediums:

- Pre-Event Marketing – Social Media, Marketing & Communications
- Movers & Shakers Website branding
- Electronic Delegate List
- Event Materials, Banners, Event Slides
- Advert in Electronic Delegate Pack
- Table of 10 (in a prominent position)

Cost - £5,950k + VAT.

### Network Zone Partner:

Branding on all mediums:

- Pre-Event Marketing – Social Media, Marketing & Communications
- Movers & Shakers Website branding
- Electronic Delegate List
- Event Materials, Banners, Event Slides
- Advert in Electronic Delegate Pack
- Table of 10 (in a prominent position)

Cost - £3,950k + VAT





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# BREAKFAST FORUM – PARTNERING OPPORTUNITIES



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## RENTED LIVING LEADERS DINNERS - APRIL 2025

Themed ‘Private Dinners’ aimed exclusively at bringing together the ‘Leaders’ from the Private & Public sectors (c. 100 ), to network and engage, and to discuss key Industry topics relating to the Rented Living Sector.

**Positioning** – Senior Level, Authoritative, Influential, Intimate,

**Format** – Pre-Dinner Drinks, VIP Keynote Speaker, Hosted Tables

**Content** – Keynote + Discussion

**Themes** – Topical, Strategic, Influential

**Audience** – Mix of Senior Individuals from Private & Public Sectors [100 max]

**Venue** – Centre London high-end Venue

**Date** – End of April





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## RENTED LIVING DINNERS - PARTNERING OPPORTUNITIES

### Dinner Partner Host:

Branding - Solus Headline Branding on all mediums:

- Pre-Event Marketing – Social Media, Marketing & Communications
- Movers & Shakers Website
- Menus and Event branding

Option – To make Opening Keynote / Welcome Speaker

10 places at the dinner

Option to Host 3 tables

Cost - £10,000k + VAT

**Joint Host Option** - available two non-competing organisations

### Drinks Reception Host:

Branding on all mediums:

- Pre-Event Marketing – Social Media, Marketing & Communications
- Movers & Shakers Website
- Menus and Event branding

4 places at the dinner

Option to Host a table

Cost - £5,000k + VAT





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## ABOUT US

**ESTABLISHED IN 1996** - 'Movers & Shakers Property Networking Forum' is the UK's leading Real Estate Events Business and Networking Platform, since 1996. Established, authoritative, and trusted!

**UNIQUELY POSITIONED** - We are uniquely positioned in bringing together the Industry's top-tier – the leaders, influencers, and change-makers in UK Real Estate and the public sector... Plus, the creative industries, innovation + technology and education + skills-based organisations.

**INFLUENTIAL NETWORK** – The 'Who's Who in UK Real Estate' – The very best connections across the Marketplace, built over almost 30 years. An ideal platform to utilise as an integral part of your client relationship strategy!

**MEMBERSHIP** - A Movers & Shakers Membership provides access to our premium level Breakfast Forums at the Savoy. 'Membership' enables us to maintain the calibre of our audiences, representative of the leading businesses and individuals across the Industry. It also offers discounted rates to attend all of our other Movers & Shakers events.

**UP-TO-DATE MARKET INSIGHTS** – Movers & Shakers creates the very best 'UK Real Estate Annual Events Programme' and speaker line-ups (and most relevant!), to keep attendees up to date with Industry knowledge and insights. Our event agenda responds agilely to changes in the market and policy, so that your business is kept informed and at the forefront of change, and able to respond productively.

**OUR ANNUAL EVENTS PROGRAMME** – Each year we evolve our programme and events to align the topics and themes with the opportunities and challenges across the UK Real Estate Market and also the current UK socio-economic conditions.

**AT THE HEART** of our Events Programme sits the quarterly Breakfast Forums at the Savoy. To complement these events, we host Core Forums 'On Location' (half day content, tours + evening drinks) and our Movers & Shakers Conferences – the BTR Forum (now in its 11<sup>th</sup> year) and the Creative Industries Property Summit – CIPS (a 2-Day Conference + Festival for 2025). Members also benefit from two (new for 2025!) members-only Drinks Receptions each year!

[www.moversandshakers.co.uk](http://www.moversandshakers.co.uk) [www.buildtorentforum.co.uk](http://www.buildtorentforum.co.uk)