

Commerce

Creativity

Connections

MIPIM 2015

it's liverpool



Why MIPIM

MIPIM is the premier event in the European Real Estate calendar and has become Europe's showcase for major cities, property developments, investment opportunities and international networking.

It has over 2,000 exhibiting companies covering 80 countries with 20,000 individual participants. Over 4,000 of these are investors and 3,000 Chief Executive or Chairman level.

MIPIM is split into 4 key areas:

- Exhibition
- Conference
- Networking
- Events

The events that surround MIPIM are the key routes to investment and development opportunities.



Liverpool and MIPIM

After a successful presence at MIPIM Cannes in 2014, Liverpool is once more returning to Cannes to showcase its position as an investment proposition.

Liverpool has developed an integrated programme of activity that is orientated around:

Exhibition:

Showcasing Liverpool as an internationally celebrated city shouting about the city's assets and collating the specific development opportunities.

Partnership:

Maximising partnerships locally, regionally and internationally.

Doing it our way:

Using the city's unique positioning and relationships to stand tall, stand out and deliver firsts for both the city and MIPIM.

The Liverpool Team:

Having a robust presence with, Chief Executive Ged Fitzgerald, Mayor of Liverpool Joe Anderson in MIPIM Monday to Thursday to support the private sector.

This is the opportunity to position your development alongside a dynamic approach to MIPIM from a city that is driving forwards the growth agenda.

Liverpool presence is being led by the private sector steering group consisting of:

- Sean Beech, Deloitte
- Colin Sinclair, Bruntwood
- Jeff Gillbanks, Brabners
- Chris Brown, Marketing Liverpool
- Ian Pollitt, Peel Holdings

Project managed by Rachael Bampton-Smith

Confirmed partners to date:

- Arup
- Brabners
- Bruntwood
- Castlewood
- Countryside
- Deloitte
- Downing
- Grosvenor
- GVA
- Harcourt
- Innov8
- ISG
- Liverpool Bid
- Peel
- Redrow
- Superport



Showcasing Liverpool

Liverpool will be taking the same position as it did in 2014.

This will be the focal point for networking, a touch base for the key Liverpool delegation and an opportunity for partners and sponsors to showcase their activities.

Once more this will be orientated around the city's USPs and celebrates key developments and activities.

Themes

With engagement from our partners will be:

- Commerce
- Connections
- Creativity

Events and stand presence will be orientated around these themes. This will include a focus on International Festival for Business, Superport and Leisure.

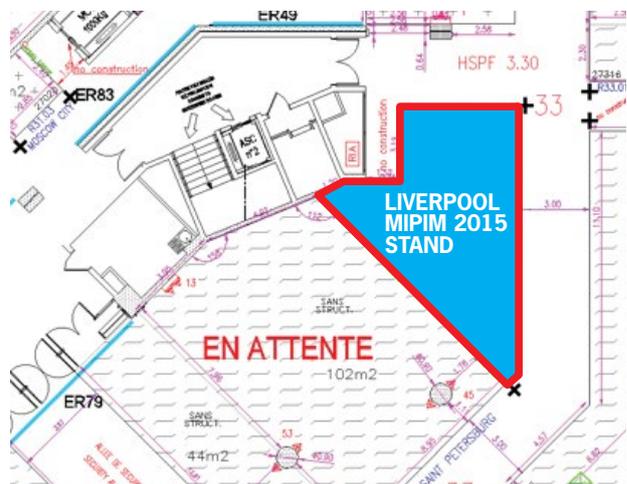
There will be a drinks reception on stand at 5pm Tuesday /Wednesday / Thursday

The Stand

The stand is 47.7sq metres on the rotund nestling between CBRE, Switzerland, St Peterburg and DTZ and is one of the final spaces on the main entry level.

For comparison purposes sizes of other city stands are as follows:

- Bristol = 52.8 sq metres
- Birmingham = 90 sq metres
- Leeds = 72 sq metres
- Munich = 168 sq metres
- Dusseldorf = 69 sq metres





Events and Activities

Liverpool at MIPIM aims to create a core schedule of events which can then be supported by individual events organised by partners. Currently the proposed schedule is as follows:

Manchester

Marketing Manchester has attended MIPIM for over a decade and we know that many of our property partners have developments in both cities so it is pertinent to ensure a joined up approach to our attendance. We are aligning our activities and delivering some shared opportunities.

Draft Schedule

MONDAY 9th MARCH

- 6pm: Drinks reception and briefing with Mayor Joe Anderson and Ged Fitzgerald
- 8pm: Informal dinner for the delegation

TUESDAY 10TH MARCH

- 8.30am: Breakfast event with Marketing Manchester (TBC)
- 6pm: Investor drinks reception at Radisson Blu
- 8pm: Dinner at Radisson Blu (80 attendees)

Wednesday 11th March

- 10am: Reed MIDEM Leadership event
- 6pm: Potential joint event with other cities

Thursday 12th March

Informal drinks event



Doing it our way

As well as all the above, Liverpool needs to bring something to MIPIM that has never been done before. It needs to position itself as spearheading international trade and developments.

Commerce

Celebrating Liverpool's role as an investment city, continuing momentum from IFB 2014, Liverpool will lead a new narrative around its international business agenda.

This will showcase the city's assets, new developments and investment opportunities for the future.

Connectivity

The widening of the Panama Canal and the development of urban freight distribution provides a global opportunity for Liverpool and the Superport.

This will be explored working in partnership with Manchester to unveil the logistics opportunities identified.

Creativity

Innovation is at the heart of great business and Liverpool is a city with creativity in its water. Creativity will be an umbrella theme to explore leisure, culture and the importance of innovation as a driver in development.



Liverpool Team

Liverpool Vision recognises the need to ensure senior level presence at MIPIM to support the private sector agenda. To this aim Mayor Joe Anderson and Ged Fitzgerald will be in attendance Monday – Thursday. There will be a private event for Liverpool delegates to have access to these senior figures as part of the programme.

Delivery Team

Liverpool Vision has brought together a delivery team dedicated to the project that will ensure its delivery on budget and meeting needs and expectations. This team will deliver the stand presence, external events, facilitate introductions, provide accommodation allocations to delegates and make flight recommendations. They will also be on the ground to assist all partners.

Rachael Bampton-Smith, Project Manager

Successfully delivered Liverpool at MIPIM in 2014 and will be project managing for us once again.

Rachael started work in investment marketing for Merseyside and has been working across spaces, places and business for over a decade delivering national and international marketing and events. She has worked with a range of private sector partners including Arrowcroft, Neptune Developments, Argent, Urban Splash and Milligan. Rachael is spearheading delivery of this project bringing together partners, suppliers and sponsors.

Peter Smith, Marketing Manager

Liverpool Vision's Peter Smith has extensive knowledge in investment and economic development programmes. Peter is working alongside Rachael on the key investment elements of the programme including the partnership with Shanghai and UKTI and the facilitation of partner schemes.

Penny Audsley, Cannes Connection

Penny Audsley works across the property sector representing clients including Argent Plc, CBRE, MAG and Allied London Properties. She has delivered events at MIPIM for over a decade, ranging from a champagne reception for 400 for Manchester Airport to exclusive dinners and the annual Spinningfields Yacht Race. Penny is the Cannes connection ensuring all activity is delivered considering other programmes, best locations and with understanding of the nature of the French city.

Emma Gorman, Administrator

Chris Brown's PA, Emma Gorman will be assigned to deliver all administrative duties including flight research and accommodation allocations as well as facilitation of logistics and deliveries.

We have a good mix of our on site team and external experts to deliver Liverpool's presence at MIPIM.

Steering Group

A steering group has been set-up including key public and private sector representatives and meets every 6 weeks to facilitate delivery.



Budget and Packages

To deliver the above requires investment and drive from the private sector. Liverpool Vision is aiming to achieve a budget of between £100,000 and £150,000. The latter will enable a great stand out presence at MIPIM with all tactics outlined, whilst the former amount will ensure we are there with a good presence.

These packages are subject to events being co-ordinated with partners and the engagement of wider third parties and so act as a guide only.

Proposed Packages

As many of the participants on the Liverpool stand will also be attending alongside Manchester similar structures for investment are outlined.

ASSOCIATE: £7,000

- Logo on Liverpool stand
- Paragraph in Liverpool brochure
- 2 x tickets for briefing Monday
- 2 x tickets for Tuesday dinner
- 2 x tickets for a Manchester / Liverpool breakfast
- 1 x delegate pass

PARTNER: £12,000

- Logo on Liverpool stand
- Half page in Liverpool brochure
- 4 x tickets for briefing Monday
- 2 x tickets Tuesday dinner
- 4 x tickets for a Manchester / Liverpool breakfast
- 1 x ticket Core Cities event
- 2 x delegate passes

SPONSOR: Minimum investment £20,000

- Headline logo on Liverpool stand
- Referenced "in association with" on all communications
- 1 page in Liverpool brochure
- 6 x tickets for a Manchester / Liverpool breakfast
- Logo opportunity at Tuesday dinner
- 6 x tickets Tuesday dinner
- 3 x delegate passes
- 6 x tickets for briefing Monday

All parties facilitating their own accommodation and flight bookings.

MIPIM Cannes 2015 Booking Form

Contact Name:

Name of organisation:

Address:

Postcode:

Email:

Website:

Twitter

Telephone:

Mobile

Delegate Name:

(If different from above)

Invoice Address:

Postcode:

I confirm I am participating in the 'Team Liverpool' approach to MIPIM as outlined in the packages presented.
I understand I am responsible for my own travel and accommodation.

Associate

Partner

Sponsor

Print Name

Date:

On completion of this form please email it back to:
egorman@marketingliverpool.co.uk

