

P PEOPLE
POWER

6th June 2018
The Platinum Suite
St James' Park, Newcastle

Sell to senior decision makers, HR professionals and training managers from companies throughout the North East.

PEOPLE POWER is a new event for the North East, specifically designed for all businesses who want to grow and develop through maximising the potential of their workforce.

The local business skills & training event brings together employers and providers in a live environment to encourage the uptake of training, education and apprenticeships in the workplace and demonstrate the business benefits of investing in talent, skills and continuous professional development.

PEOPLE POWER is **FREE of charge** for delegates to attend.

400+ delegates are expected to attend

Each one seeking how to grow their business and increase their competitiveness through investing in and developing their workforce.

Exhibitor &
sponsor opportunities

Book Now
FROM JUST **£450**

+VAT

Now available

Key Features of the event

Key features will attract a high quantity and quality of pre-qualified contacts:



It's Free!

The event is FREE for visitors to attend.



Exhibition

Showcasing a wide range of training providers and business support organisations.



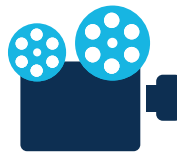
Seminars

A series of business skills, HR & recruitment seminars to enable you to showcase the training you offer.



Apprentice Hub

A focus on apprenticeships, enhancing the apprenticeship experience and plugging the skills gaps.



Business Cinema

A business skills cinema showing the latest releases.



And much more...

Including masterclasses, Round table discussions, networking lunch...

Senior management from throughout the North East will be looking to meet with training providers, HR & recruitment advisors and suppliers of other related products and services.

Visitor Profile – Who will be there?

Our 400 attendees will be **directors, managers & leaders** looking to recruit, retain & develop talent within their organisations to drive business improvement & growth



Senior decision makers



HR Managers



Training decision makers



Business dev. managers



Operations Directors

4 reasons why decision makers will attend:

1. A full day of workshops and seminars to provide taster sessions and introductions to a range of training areas – all **FREE** to visitors.

2. An opportunity to understand how workforce development can drive business improvement and growth and how to implement workforce development plans.

3. A chance to meet with exhibitors directly – your presence at the event will give decision makers and training managers immediate access to a vast range of training providers and services all under one roof and on the same day.

4. Multimedia presentations will be held and new training films screened throughout the day creating a culture of learning.

Major Media & Marketing Campaign

An extensive multi-channel marketing campaign ensuring a wide reach and high response rates, attracting a high number of high quality delegates.



Creative, quality and valuable marketing ideas content, blogs and interviews feature heavily in the marketing, ensuring high interest in the event.



Promotion via all the main social media channels pushing pre-registration & booking via the website. Messages from exhibitors are shared and retweeted.



Targeted email and direct mail ensuring qualified leads and key decision makers are aware of the benefits of attending, the programme and exhibitors.



Significant online activity Banners and editorials on the key regional business websites & other ebulletins and websites, and a dynamic PPC and SEO campaign directing website traffic to the **event website**.



The event is **advertised and featured in the local press and business publications** & **press releases** are utilised in the build-up.



Tickets to co-promote the event with exhibitors and sponsors.

Floorplan & exhibition stands

Choose the location of your stand.
These will be allocated on a first come first served basis.

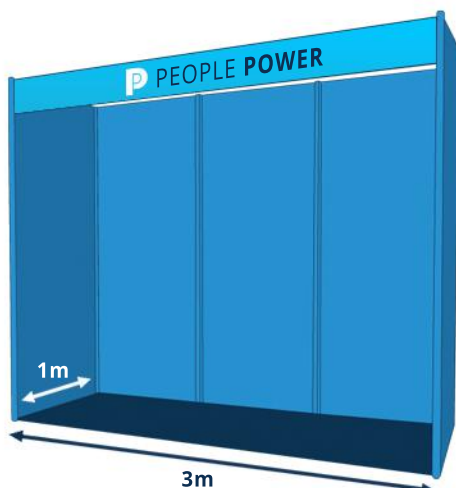


Exhibit

People Power offers you a low-cost stand and the possibility to showcase your skills in a half hour seminar.

There are 40 exhibition stands available. Although these will be allocated on a first come first served basis, there will be a short qualification questionnaire for you to complete – this is to ensure all exhibitors will be relevant and that the event is of a high quality.

Exhibition stands start at £450+VAT



The price includes:

- 3m x 1m exhibition stand - Full shell scheme
- A branded and printed fascia board sign Power
- Trestle table with cloth
- Free VIP Visitor tickets
- Show guide entry
- Promotion on website
- Promotion via social media/ marketing campaign

[Book Now >](#)

[I have a query >](#)

*Larger/Premium stands will also be available for a small supplement.

Visitors to the show will be looking to source...

- Adult training
- Advisory agencies
- Apprenticeships
- Business training
- Business development consultants
- Careers consultants
- Coaching
- Health & Safety training
- Labour & Industrial services
- Language schools
- Leadership & management training
- Legal services
- Management consultants..
- And many more...

More opportunities for you to elevate your brand and maximise your exposure:

- Achieve maximum exposure throughout the marketing campaign by having your branding included on all online and offline marketing collateral (online, email, social media). Market reach – over 10,000 local decision makers
- Branding on all onsite event materials & signage
- Deliver one of over 25 seminar slots available on an application basis. Demonstrate the training that your organization delivers by delivering a 30 minute session to pre-qualified leads.
- Deliver a high profile breakfast/lunchtime masterclass session
- Advertising in event guide
- Lanyard/conference bag branding
- Hand-outs at event

Contact us to find out more:



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