



Review of 2024 - Plan for 2025





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PROPERTY NETWORKING FORUM

1. INTRODUCTION
2. FEEDBACK ON BTR FORUM 2024
3. PLAN FOR 2025
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1. INTRODUCTION

The BTR Forum was launched 10 years ago by ‘Movers & Shakers’ and independent and trusted brand and 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 8th October.

In addition, the plan for 2025 includes additional events and opportunities aimed at supporting the advancement of ‘UK Rented Living’ sharing more knowledge, whilst continuing to explore the challenges and opportunities across the sector.

There are opportunities to get involved, to participate in our events and to use our platform to promote your organisation and raise its profile.

2. FEEDBACK ON 2024

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

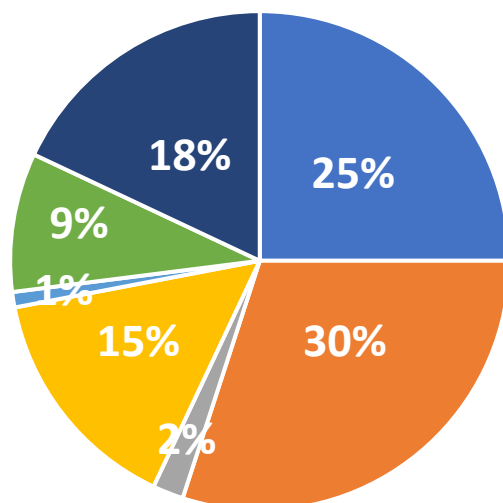
As usual we sent a Feedback Survey to all stakeholders, we received responses from around 14% of those involved.

In this section we are sharing the feedback, providing an analysis of how the conference was rated, from a number of different perspectives. These include a reference to key areas for improvement which are of real value.



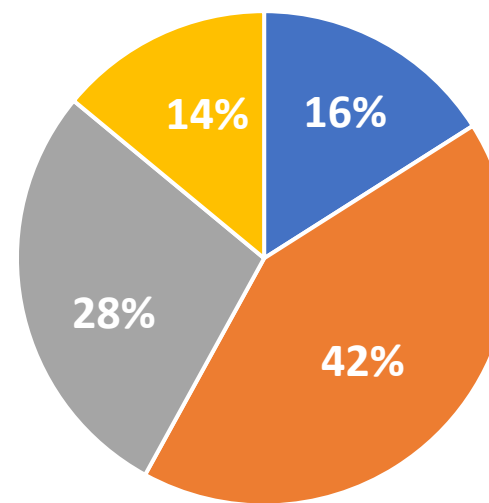
Delegate Mix, an influential audience of senior players ...

DELEGATE MIX BY SECTOR



- DEVELOPER / INVESTORS
- PUBLIC SECTOR
- HOUSING ASSOCIATIONS
- OTHER
- CONSULTANT / ADVISORS
- PROPERTY ADVISORS MANAGERS
- ARCHITECTS / DESIGNERS

DELEGATE MIX BY SENIORITY



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



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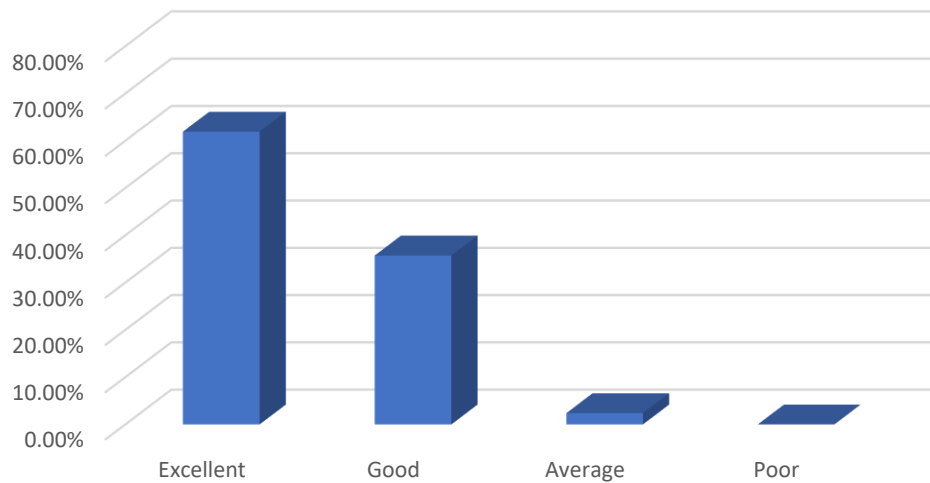


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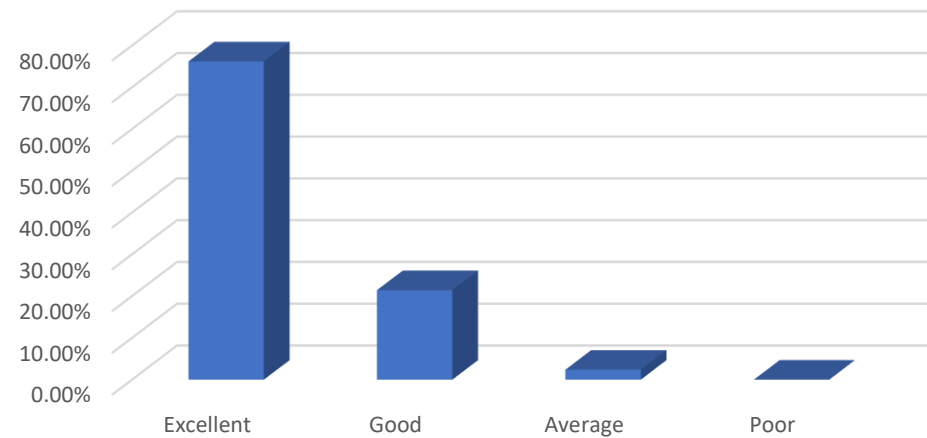
A well organised event ...

“Well organised, friendly welcome, no surprises”

Pre-event Communication



Practical Arrangements, Registration, Welcome, Signage & Organisation



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

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



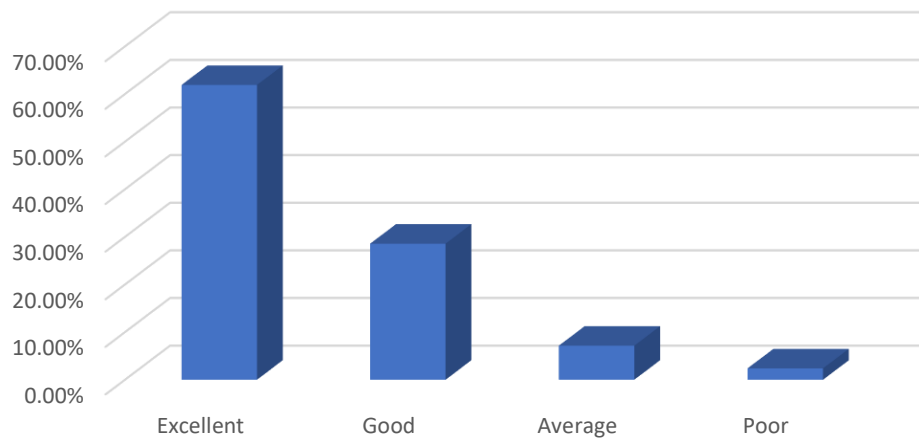
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A good venue...

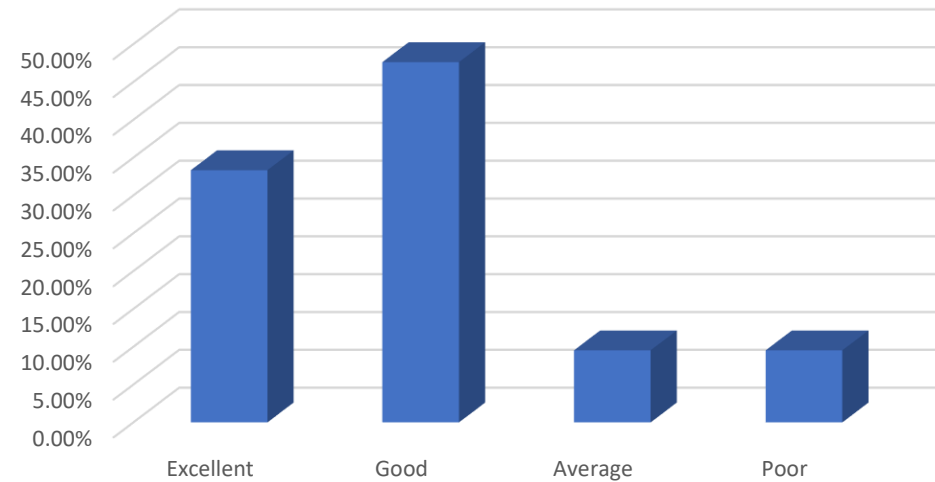
Venue - location, layout, environment, facilities, comfort & quality



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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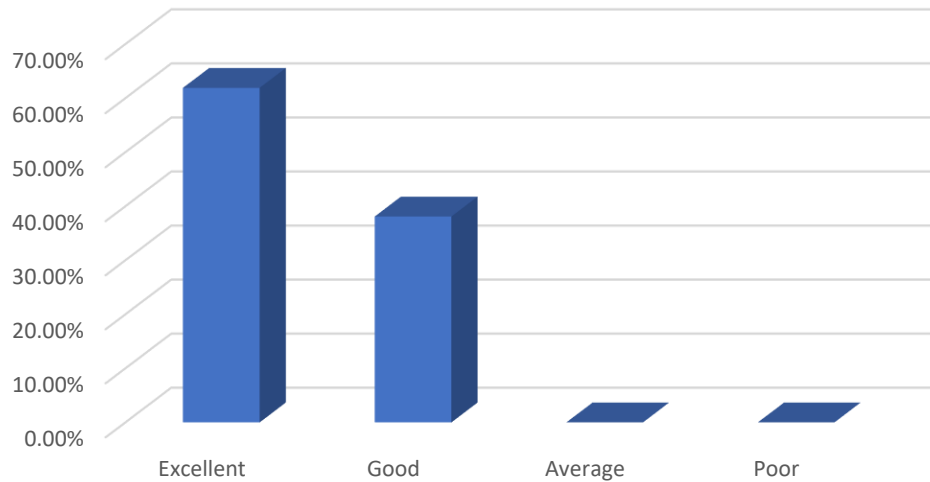


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A valuable conference ...

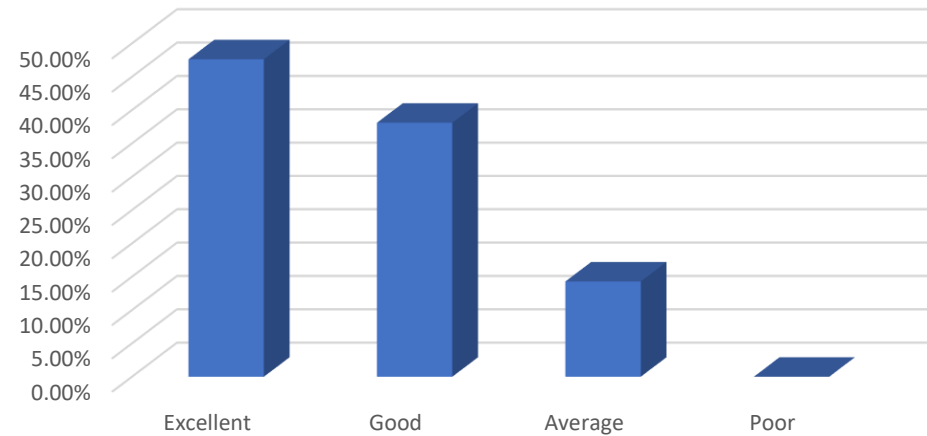
"Speakers and discussions were really informative and interesting"

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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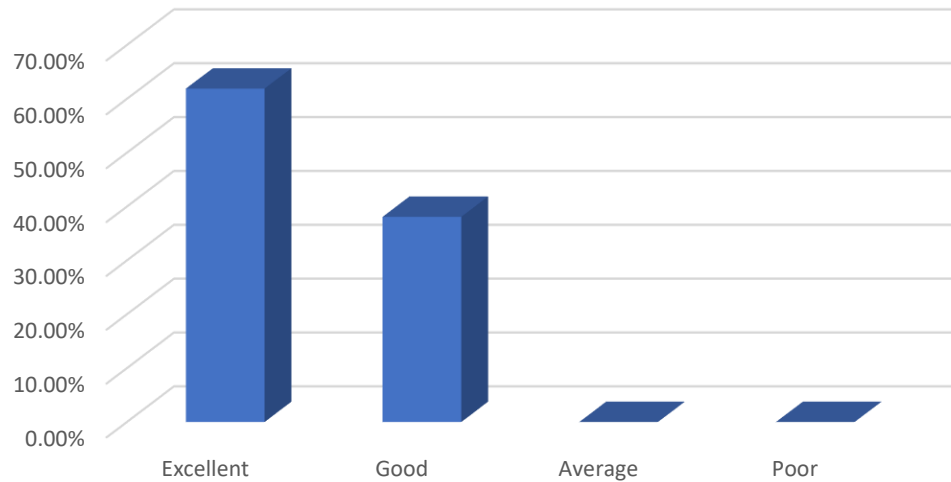


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An authoritative and highly rated conference ...

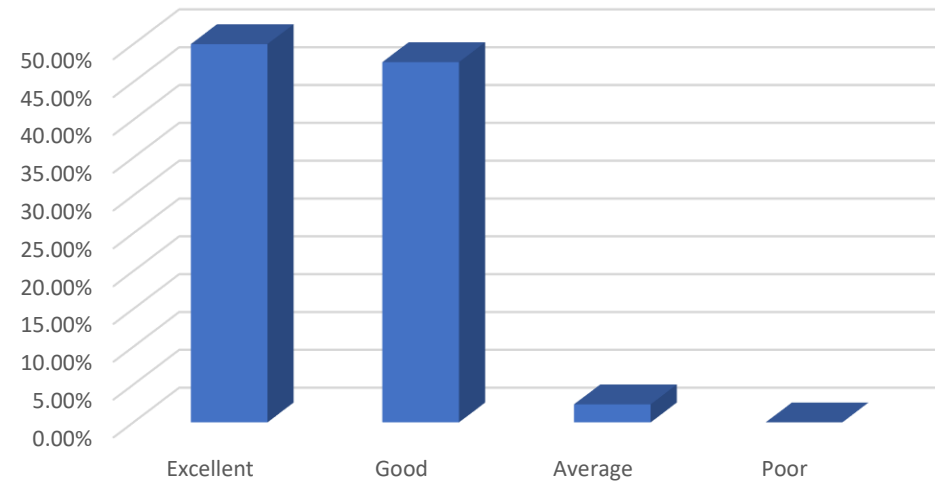
"It's still the BTR event of the year, and congratulations to the whole M&S team!"

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



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But inevitably there were some areas for improvement

“Some of the panel sessions felt very long (could have been 5-10 mins shorter)”

“Also, 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’

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.**

Inevitably one or two areas for improvement were identified, **we 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 forums, 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 public & private sectors to discuss and debate roadmap to increasing delivery, whilst achieving the best outcomes and mix of homes.

The programme will include:

- Annual BTR Forum – UK Rented Living
- UK Rented Living - Breakfast Forum
- UK Rented Living - Core Forums

ANNUAL BTR FORUM – UK RENTED LIVING 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 – London

Date – 17th September 2025

Partnering Opportunities – see next page for options

* see page 5 for full analysis



ANNUAL BTR FORUM – PARTNERING OPPORTUNITIES

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



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BREAKFAST FORUM – PARTNERING OPPORTUNITIES



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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 11th 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 www.buildtorentforum.co.uk