

**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.



# 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.



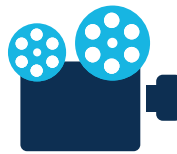
## Seminars

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.

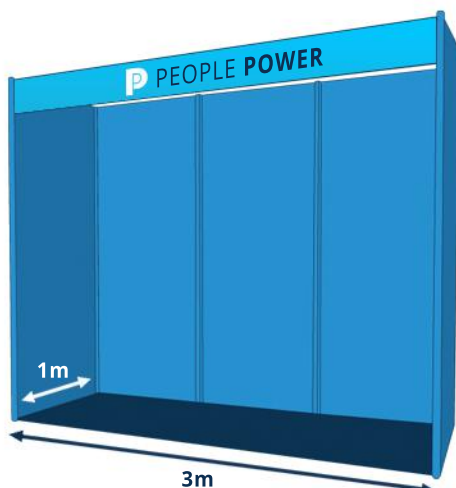


## Exhibit

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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