



“A wise man will make more opportunities than he finds”

Francis Bacon

**Inspiring
Informing
Challenging**

PB Management Event 2010 | 6 October

Marriott Grosvenor Square | London

www.pb-managementevent.co.uk

Sponsored by



Introduction

PB delivers business intelligence to broker managers in print, in person and online. The PB Management Event - sister event to the exclusive UK Broker Summit - has been a key event in the broker calendar since 2004. This one-day conference brings together broker managers with expert speakers for a day of high level debate and networking.

The PB Management Event delivers the latest thinking in business strategy, and explores management issues in the context of the broker market. This year's event includes a greater emphasis on interactive discussion amongst delegates, with roundtable seating, interactive seminar sessions and a closing debate with a panel of experts.

Provisional Schedule

- 09.00 Registration and coffee
- 09.55 Chairman's welcome
- 10.00 Presentation 1
- 10.20 Presentation 2
- 10.40 Presentation 3
- 11.00 Questions and comments
- 11.15 Coffee and networking
- 11.45 Interactive seminar sessions
- 12.45 Lunch and networking
- 13.45 Interactive seminar sessions are repeated
- 14.45 Coffee and networking
- 15.15 Presentation 4
- 15.35 Interactive panel debate
- 16.15 Chairman's summary
- 16.30 Networking drinks reception and close of PB Management Event



MANAGEMENT
EVENT 2010

Marketing

- Inserts in PB and advertisements within PB, Insurance Age and Post Magazine from April 2010
- Ongoing editorial promotion of the event in PB and on broking.co.uk
- Email bulletins to registered PB readers
- Direct marketing from sponsors and exhibitors to increase attendance and profile
- Promotion to all attendees at this year's BIBA Event where PB is an official media partner
- MPU ad on broking.co.uk will promote the event and showcase sponsor logos
- Bespoke sponsor branded emails to sponsors' clients

“I much appreciate PB's efforts in arranging this each year. It continues to give a good overview of the current market and gives one a great opportunity to meet interesting people in the business.”

Neil Barlow, director, Harbour Insurance Brokers, 2009 delegate



Headline Package

- Hosting of two branded regional round table discussions to be reported upon in separate issue of PB prior to event
 - Hosting of 20 minute presentation to full event audience
 - A seat on the panel for the interactive 'Question Time' style debate
 - 3m x 2m exhibition stand space
 - 6 staff delegate passes
 - Primary logo association and branding on all marketing in PB, Insurance Age and Post Magazine
 - Video interview with PB's editor hosted on www.broking.co.uk and partner's own website
 - Company profile and primary branding on www.pb-managementevent.co.uk
 - Company literature and full page ad in delegate packs
 - Opportunity to personally invite own brokers
- Total Cost: £25,000 + VAT

Partner Package

- Hosting of two 1 hour seminar sessions
- 3m x 2m exhibition stand space
- 6 staff delegate passes
- Primary logo association and branding on all marketing in PB, Insurance Age and Post Magazine
- Video interview with PB's editor hosted on www.broking.co.uk and partner's own website
- Company profile and primary branding on www.pb-managementevent.co.uk
- Company literature and full page ad in delegate packs
- Opportunity to personally invite own brokers

Total Cost: £10,000 + VAT

Associate Package

- 3m x 2m exhibition stand space
- 3 staff delegate passes
- Logo association and branding on all marketing in PB, Insurance Age and Post Magazine
- Company profile and branding on www.pb-managementevent.co.uk
- Company literature and full page ad in delegate packs
- Opportunity to personally invite own brokers

Total Cost: £5,000 + VAT

For more information on these and other sponsorship opportunities, contact Oli Henry.

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What is special about this event?

- The event will be attended by a high-level audience of broker managers, including delegates from the hugely successful sister event, the UK Broker Summit, who are personally invited to attend and/or send their senior colleagues
- It includes a programme of strategic perspectives from senior-level speakers on an array of management issues
- A combination of informative presentations, seminar sessions and an interactive Q&A debate will ensure that delegates get involved in the event and help to shape the debate.
- An opportunity for informal discussion of the day's issues at the post-event networking session
- The full day format allows for further networking in a more relaxed environment
- Post-event networking drinks reception

How can sponsors benefit from this event?

- NEW FOR 2010: Cabaret style seating will allow sponsors to 'host' a table during the conference, encouraging further networking
- Gain direct access to senior figures in UK broking over a full day programme
- Opportunity to shape the agenda and suggest ideas in consultation with PB's conference producer
- Sponsors investing in the headline package will be able to have a senior representative on the closing panel discussion
- Logo branding on all pre-event marketing as well as on the day
- Company profile and one-page marketing collateral in the A4 delegate pack
- Your branding on pb-managementevent.co.uk
- Opportunity to personally invite specific brokers of interest



“It was very useful and a good day to attend. I would highly recommend colleagues to attend similar functions arranged by PB.”

Maia Olesen, account handler, NBJ UK, 2009 delegate

“Offers an excellent opportunity to meet other professionals.”

Ferdinand Ouwehand, managing director, FCO Intermediaries, 2009 delegate

“Always a good event, but even better this year!”

Richard McEwen, director, R J Hurst & Partners, 2009 delegate

“Keep it going, it is the best there is for traditional Independent brokers.”

Vince Ollard, director, Gill Noble & Co, 2009 delegate

“The PB Management Event 2009 was a great success. The venue was excellent and the attendees were exactly the right people consisting of many of the decision makers at key brokerages. The event enabled us to spend quality time with these key players and take time out to discuss the real issues affecting the industry.”

Phil Bunker, managing director, LV=Broker, 2009 sponsor and 2010 event partner