

financial | reporter



2020 ROADSHOWS

INFORMATION PACK



WE ARE FINANCIAL REPORTER

Financial Reporter is at the forefront of industry news, offering a clear and unbiased look at the industry as well as the latest comment and opinion from those in the know to an audience of financial intermediaries, lenders and product providers.

WHAT WE DO



BREAKING NEWS

The leading B2B trade publication for the intermediary market



EVENTS

Over 50 yearly events, from industry-leading award programmes to nationwide roadshows



RESEARCH

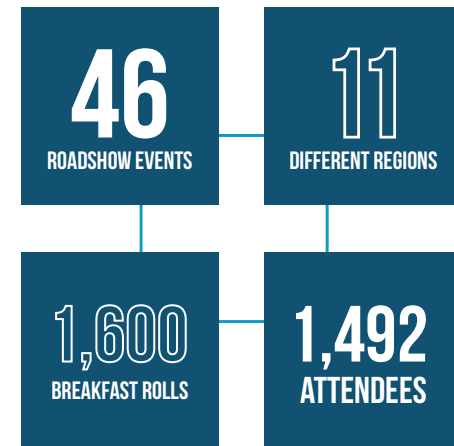
Leading the way in industry research with our innovative Insights platform

WE KNOW INDUSTRY EVENTS

We know a thing or two about expertly-tailored events for the intermediary community – from our industry-leading awards to seminar programmes – and we’re making broker education better and more accessible.

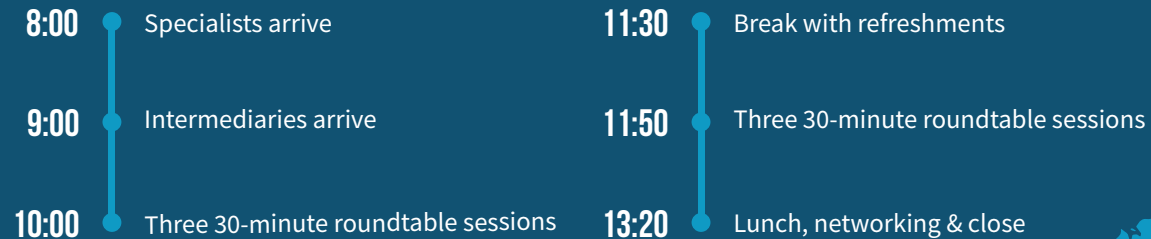
Our Roadshows are not just a morning out of the office for your BDMs – they’re a chance to do business the old-fashioned way, face-to-face, and ensure that you create productive, lasting business relationships with brokers actively looking to do business.

OUR 2019 EVENTS A YEAR IN SUMMARY



THE FORMAT

Each Roadshow will take place at four locations across the UK, over four dates. The events include exclusive roundtable sessions for a chance to educate intermediaries, share crucial industry insights and do business, and the opportunity to network with the attendees over a coffee and a free lunch.



IN 2019, WE ALLOCATED 4,476 CPD HOURS TO 1,492 ADVISERS AT OUR ROADSHOWS



Our roadshow events are accredited by the CII, meaning that we award our delegates Continuing Professional Development (CPD) hours for attendance, and is a crucial aspect of attendance for many of our delegates, who are keen to top up their knowledge. We work with all of our event speakers to ensure their presentations reach the required level of educational content in their roundtable sessions and promote them ahead of the events to encourage interested advisers to sign up.

“*Barcadia Media’s Educational Roadshows provide a great opportunity to engage with intermediaries in a way that we wouldn’t usually get the chance to. It is less like a pitch and more like an open dialogue discussing products and potential solutions for their customers.*”

- Ian Harrison, Affirmative Finance

WHAT TO EXPECT AT OUR EVENTS

OVER 130 POTENTIAL LEADS PER ROADSHOW

More than 130 advisers attend over a 4-day Roadshow, giving you a return on investment that’s not just about potential new business – it’s about new working relationships. Immediate access to consenting attendee data means you can follow up potential leads while

BRAND EXPOSURE

Pre-event email marketing, exhibition space at the event and a dedicated roundtable session with each of our delegates means your brand will always be front and centre.

GB-WIDE LOCATIONS FOR FULL BDM COVERAGE

With online marketing campaigns, roundtables, and exhibition space at each event, your brand will be seen by the people who are important to your business.



JOIN US ON THE ROAD

The Financial Reporter Roadshows are more than just a day out of the office; our highly-engaged delegates are there to learn and do business, and it shows in the feedback from our exhibitors. We've had exhibitors joining us for one day in a key location or four days for the entire Roadshow - so we can be flexible to suit your business and the areas your BDMs cover.

HOW MUCH DOES IT COST?

£1,450 PER DAY
Cost is exclusive of VAT

WHAT'S INCLUDED?



MEET 130+ INTERMEDIARIES

Over four days, sit face-to-face with relevant, engaged delegates who are there to learn from you and do business



MARKETING & BRAND EXPOSURE

From our pre-event email marketing to the event website, your brand will always be visible to our delegates



EXHIBITION SPACE & ROUNDTABLE

Each event includes exhibition space for your banners & promotional materials, plus a dedicated roundtable session with each of our delegates



DELEGATE INFORMATION FOR FOLLOW-UP

Your BDM will receive all consenting delegates' details immediately after the event to follow up while it's fresh in their mind, to ensure you convert those conversations into business

BOOK YOUR PLACE TODAY

JAMES LUCAS: JAMES@BARCADIAMEDIA.CO.UK | 01253 272998

2020 ROADSHOW CALENDAR

LATER LIFE LENDING ROADSHOW

JANUARY 2020

22/01 SOUTHAMPTON
23/01 WATFORD
29/01 BRENTWOOD
30/01 SOLIHULL

OCTOBER 2020

14/10 READING
15/10 DERBY
21/10 BRIGHTON
22/10 MILTON KEYNES

NOVEMBER 2020

04/11 BRISTOL
05/11 WARRINGTON
11/11 DURHAM
12/11 ROTHERHAM

BUY-TO-LET ROADSHOW

MARCH 2020

04/03 READING
05/03 DERBY
11/03 BRIGHTON
12/03 MILTON KEYNES

SEPTEMBER 2020

02/09 BRISTOL
03/09 WARRINGTON
09/09 DURHAM
10/09 ROTHERHAM

OCTOBER 2020

07/10 SOUTHAMPTON
08/10 WATFORD
14/10 BRENTWOOD
15/10 SOLIHULL

SPECIALIST LENDING ROADSHOW

SEPTEMBER 2020

30/09 BRISTOL
01/10 WARRINGTON
07/10 DURHAM
08/10 ROTHERHAM

NOVEMBER 2020

04/11 SOUTHAMPTON
05/11 WATFORD
11/11 BRENTWOOD
12/11 SOLIHULL

COMMERCIAL FINANCE ROADSHOW

SEPTEMBER/OCTOBER 2020

23/09 READING
24/09 DERBY
30/09 BRIGHTON
01/10 MILTON KEYNES

SELF-EMPLOYED LENDING EVENT

SEPTEMBER 2020

16/09 WEYBRIDGE
17/09 SOLIHULL

WELSH LENDING EVENT

FEBRUARY/OCTOBER 2020

06/02 NEWPORT
22/10 NEWPORT

SCOTTISH LENDING EVENT

FEBRUARY/OCTOBER 2020

05/02 GLASGOW
21/10 GLASGOW

ADVERSE CREDIT EVENT

OCTOBER 2020

28/10 DURHAM
29/10 BARNESLEY

BOOK YOUR PLACE TODAY

CONTACT JAMES LUCAS

james@barcadiamedia.co.uk
01253 272998

financial reporter

Our Roadshow event spaces fill up months in advance and will be allocated on a first come, first served basis. If you are looking to reserve a particular date or location, please book quickly to avoid disappointment.