



2021 EDUCATIONAL ROADSHOWS

financial | reporter

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

46

ROADSHOW EVENTS

11

DIFFERENT REGIONS

1,600

BREAKFAST ROLLS

1,492

ATTENDEES

ROADSHOW 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**



“ The whole Financial Reporter team are a joy to work with, and I have had a relationship with them for around 10 years. You know that with any event they promote it will have great content and usually with innovative ideas to make it more engaging for delegates and presenters alike, but to also stand out from the crowd. Long may that continue!”

–Buster Tolfree, United Trust Bank

WHAT TO EXPECT AT OUR EVENTS

OVER 120 POTENTIAL LEADS PER ROADSHOW

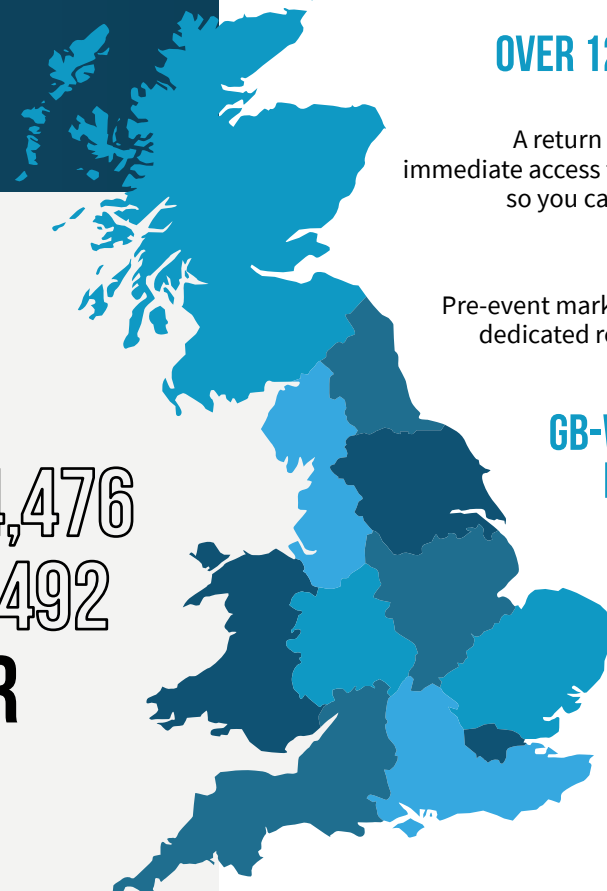
A return on investment that includes immediate access to consenting attendee data so you can follow up on leads quickly

BRAND EXPOSURE

Pre-event marketing, exhibition space, and dedicated roundtable session puts your brand front & centre

GB-WIDE LOCATIONS FOR FULL BDM COVERAGE

Carefully-chosen locations to give your BDMs the best coverage for potential new 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.

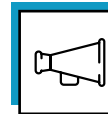
HOW MUCH DOES IT COST?

£1,450 PER DAY
Cost is exclusive of VAT

WHAT'S INCLUDED?



**YOUR BDM MEETS OVER 120 INTERMEDIARIES
ACROSS 4 BUSY DAYS**



**MARKETING & BRAND EXPOSURE BEFORE,
DURING AND AFTER THE EVENT**



**EXHIBITION SPACE & VALUABLE FACE-TO-FACE
SESSIONS WITH ENGAGED, MOTIVATED BROKERS**



**OPT-IN DELEGATE DATA PROVIDED POST-EVENT –
FOLLOW UP ON LEADS QUICKLY**

BOOK YOUR PLACE TODAY



JAMES LUCAS DIRECTOR

james@barcadiamedia.co.uk

01253 272998



2021 ROADSHOW CALENDAR

LATER LIFE LENDING ROADSHOW

FEBRUARY 2021

03/02 BRENTWOOD
04/02 BOLTON
10/02 BRISTOL
11/02 DERBY

APRIL 2021

14/04 SOUTHAMPTON
15/04 CHESTER
21/04 COVENTRY
22/04 DURHAM

SEPTEMBER 2021

15/09 WEYBRIDGE
16/09 WALSALL
29/09 NORTHAMPTON
30/09 BARNESLEY

BUY-TO-LET ROADSHOW

MARCH 2021

03/03 SOUTHAMPTON
04/03 CHESTER
10/03 COVENTRY
11/03 DURHAM

MAY 2021

12/05 WEYBRIDGE
13/05 WALSALL
26/05 NORTHAMPTON
27/05 BARNESLEY

NOVEMBER 2021

03/11 BRENTWOOD
04/11 BOLTON
10/11 READING
11/11 DERBY

SPECIALIST LENDING ROADSHOW

MARCH 2021

17/03 WEYBRIDGE
18/03 WALSALL
24/03 MILTON KEYNES
25/03 BARNESLEY

JUNE 2021

16/06 BRENTWOOD
17/06 BOLTON
23/06 READING
24/06 DERBY

OCTOBER 2021

06/10 SOUTHAMPTON
07/10 CHESTER
13/10 COVENTRY
14/10 DURHAM

REGIONAL LENDING EVENT

FEBRUARY 2021

24/02 GLASGOW
25/02 NEWPORT

JULY 2021

14/07 GLASGOW
15/07 NEWPORT

COMMERCIAL FINANCE ROADSHOW

JULY 2021

30/06 WATFORD
01/07 NORTH BIRMINGHAM
07/07 READING
08/07 HARROGATE

PRICING

PER ROADSHOW (4 DAYS)

HEADLINE SPONSOR	£7,500
ROUNDTABLE SPECIALIST	£5,800

PER REGIONAL EVENT (1 DAY)

HEADLINE SPONSOR	£1,875
ROUNDTABLE SPECIALIST	£1,450

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.