



# LEARNINGLIVE



## EXHIBITOR INFORMATION

5 & 6 SEPTEMBER 2018

LONDON

# A UNIQUE CONFERENCE DESIGNED EXCLUSIVELY FOR HEADS OF LEARNING

LEARNING LIVE is a unique conference and exhibition that directly addresses the challenges reported by Chief Learning Officers and senior decision-makers in global organisations.

Held in central London over 2 days, the agenda is packed with relevant and practical sessions designed to tackle the most important concerns in corporate learning.

## WHY EXHIBIT?

LEARNING LIVE puts you directly in front of decision-makers and budget-holders from global learning organisations.

You will have a rare opportunity to share case studies, actionable strategies and best practices with heads of learning - people with a significant influence who may become strong advocates for your ideas, products or services.

Learning leaders have told us the problems they want to solve in 2018. If your organisation can help with any of the following issues, you should reserve your stand at LEARNING LIVE today.

- Creating learning environments for people under pressure
- Delivering relevant learning to many people, quickly
- Bridging the age/generation gap
- Measurement – value add and proving it
- Encouraging a culture of self-development
- Evaluation of business behaviours
- Stakeholder management
- Alignment on business objectives
- Implementation of neuroscience-based learning
- Proven uses and measurable benefits of AI
- Gamification in the corporate world
- Exploring the virtual work-space
- Next-generation instructional design

*QA's Group Sales Director, Stuart Martin, enjoys a demo of Gear VR*



*“ One of the most collaborative, diverse and enjoyable learning events I have ever attended.*

*Michalis Tiritas, Cardinal Hume Centre, London*

# STRENGTHEN YOUR BRAND CREATE OPPORTUNITY

LEARNING LIVE is widely regarded as the UK's leading conference for networking and collaboration. Every year, exhibitors at LEARNING LIVE tell us how the event has generated more leads and led to more opportunities than other learning events.

- 97% of exhibitors achieve their objectives
- 97% meet their target audience
- 93% of exhibitors believe the event is value for money

Averaged results from polls 2014-2017

“ When we exhibited for the first time at LEARNING LIVE we were unsure what to expect. But the event was such a great success that we immediately booked a stand for the following year!”

*Adrian Harvey, CEO, Elephants don't forget*

LEARNING LIVE is held at etc Venues, 155 Bishopsgate, London

A prime location in the heart of the city within a short walking distance to Liverpool Street Station.

Modern, sophisticated, intimate.



## WIDEN YOUR REACH

# 4 million+

impressions on social media timelines\*

# 400,000+

overall reach to social media accounts\*

\* based on average figures from 2013-2016

Thanks to the incredibly popular social media backchannel, allowing professionals from across the globe to stay involved, the event's hashtag #LEARNINGLIVE routinely trends on Twitter across the two days of the event.

*Congratulations @YourLPI on another great #learninglive fab to catch up with so many & lots to think about and do!*

*Great couple of days at #learninglive @YourLPI  
Great conversations Great stories Great sessions  
Great workshops Amazing keynote!!!!!!!*

*Thanks to delegates, speakers and everyone at @YourLPI for making this year's #LearningLive fantastic!*

*#learninglive brilliant event, great to meet up with so many wonderful old & new #pln #happybutexhausted!  
Well done @YourLPI great success*



# STANDARD EXHIBITOR

- 2m x 1m Exhibition space within the main networking area
- Logo and profile on event website with a link to your company website
- Inserts included in all delegate packs
- 2 guest registrations to the conference
- 5 LEARNING LIVE tickets to offer to key clients
- Minimum of 5 social media updates promoting your attendance at the event
- One complimentary press release via Training Press Releases

# PREMIUM EXHIBITOR

Offers the complete list of standard exhibitor benefits with the addition of:

- 45 minute business solutions workshop. The workshop will be listed on the event website and promoted by the LPI
- Dedicated press release issued by the LPI, announcing your intention to exhibit at the event and promotion of your workshop
- Dedicated page in a showcase eBook issued to all delegates, comprising a 200 word article, company profile, session summary and key contacts

We have a **limited number** of Premium Packages available. Requests will be handled on a strictly first come, first served basis.



LEARNING LIVE attracts the 'who's who' of the learning world, and is a must-attend event for finding out what's new, what's hot - and for networking with industry leaders.

*Julian Wragg, VP International, Pluralsight*

" LEARNING LIVE gave us a great platform to launch a new solution amongst an impressive network of senior attendees. A manageable size and high energy environment, we met with valuable contacts and generated new business opportunities. We'll be back!"

*Richard Ward, CCO, Filtered*



*PEPPER the humanoid robot, on display at LEARNING LIVE (courtesy of Volume)*

## HEADLINE SPONSOR

Headline Sponsorship places your brand at the forefront of LEARNING LIVE. The package includes all the standard exhibitor benefits plus:

- Preferential choice of exhibition space
- Logo on all promotional materials produced for the event and networking dinner
- Logo on website as the main sponsor with a link to your company website
- Listed as main event sponsor on all communications
- Logo on all appropriate signage
- 10 social media updates promoting your sponsorship of the event

## OTHER SPONSORSHIP OPTIONS

- **App** sponsorship. Sponsoring the mobile app is a great way to associate your brand with the event agenda and get maximum exposure among the delegates.
- **Media Wall** sponsorship. Get your brand noticed with a continual presence on the main conference media screen. Ideal for announcements, info, Tweets, etc.
- **Conference Bag** sponsorship. Your logo on conference bags plus free inserts.
- **Networking** sponsorship. Starting at the end of Day One, approximately 6 hours of extended networking time, including canapes, drinks and live entertainment.
- For other sponsorship availability, please contact our events team.