



FINANCIAL
TIMES

FT Strategic Forums

Client-Tailored events with the Financial Times

Ratecard 2012



ALWAYS LEARNING

PEARSON

FT Strategic Forums is a specialist client-tailored service within the FT Global Conferences & Events team.

These high-level Forums provide a unique opportunity for sponsors to create an original event or multi-region series where they can spend valuable face-to-face time with a hand-picked audience.

Our highly-regarded thought leadership events give sponsors a tangible return on investment and a chance to engage closely with hard-to-reach senior decision-makers. As the exclusive sponsor of the forum your brand will be positioned directly alongside the FT's on all collateral created for the event.

Sponsors can to input into the theme and speaker profile of the event as well as providing specific profiles of guests to invite.

The Forums are available in four main formats and each is hosted by a senior Financial Times journalist.

The majority of the forums we hold are made up of one or more keynote addresses and/or a one-to-one interview, plus one or more panel debates, followed by audience Q&A.

FT's in-house expert team provides a fully-delivery service, with clear timelines provided at the start of a project. Clients are asked to allow for a minimum four months project lead time from an agreement being in place.



Event Format	Attendee numbers	Fee (000's net)							
		EMEA		US		Asia		LatAm	
		GBP	USD	GBP	USD	GBP	USD	GBP	USD
Breakfast Briefing	Up to 40	£50	\$85	£45	\$75	£45	\$75	£50	\$85
	40 +	*	*	*	*	*	*	*	*
Dinner Forum	Up to 40	£60	\$95	£55	\$85	£55	\$85	£65	\$100
	40 +	*	*	*	*	*	*	*	*
Half Day Conference	Up to 60	£75	\$120	£70	\$115	£70	\$115	£85	\$130
	Up to 100	£90	\$145	£85	\$135	£85	\$135	£95	\$150
	100 +	*	*	*	*	*	*	*	*
One Day Conference	Up to 60	£95	\$155	£90	\$150	£90	\$150	£100	\$160
	Up to 100	£120	\$190	£115	\$180	£115	\$180	£125	\$195
	100 +	*	*	*	*	*	*	*	*

*Price on request

Multi event discount: 3 events or more = 5% discount

The management fees above include the costs of allocating an expert team from the FT to devise the programme, identify and secure the speakers, formulate and fulfil the marketing plan, secure the audience and undertake the complete administration of the event.

In addition to the branding and full management of the project, FT's fee includes all of the following:

All venue hire costs including catering.

All logistics costs – staging, banners and Audio Visual equipment.

Marketing costs – production of the event booklet, marketing campaign, delegate research, telemarketing.

In addition, FT provides a senior FT journalist to chair the event and this fee includes all travel and accommodation costs for this individual.



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