

THE **SPECTATOR**



Alternative Conference

28-30 September 2020

Bringing conference season online

[tw.spectator.co.uk/event/
the-spectator-alternative-conference](https://www.spectator.co.uk/event/the-spectator-alternative-conference)

With this year's autumn political conferences cancelled, we could not let political debate fall by the wayside.

The Covid-19 crisis has turned the nation's priorities on their head - but now more than ever, innovative public policy is needed to get the UK's health and economy back on track. Education, healthcare, the labour market, trade, technology and the future relationship with the EU will all play a crucial role in shaping Britain after Covid, and now is the time for those policies to be debated. *The Spectator's* digital Fringe brings together politicians, academics, think tanks and members of the public to discuss a year that has fundamentally changed Britain, and to discover where we go from here.

Hosted by *The Spectator* team

- 3-day online conference
- Competitive sponsorship packages
- In partnership with leading think tanks
- Reaching thousands of our online readers
- Featuring cabinet ministers and prominent speakers
- Panels, roundtables, podcasts, newsletters and private briefings

Featuring topical debate, such as:

- Recovery from COVID: How the UK can generate jobs and growth
- The pathway to net-zero: How has COVID-19 impacted the UK's pledge to reduce carbon emissions?
- The next Coronavirus: are we prepared for another pandemic?
- Out and in to the world: Can Britain reclaim free trade?
- Britain's housing crisis: Tackling intergenerational unfairness in the wake of COVID-19
- Culture Wars: The new dividing line
- How do we clean up the state?



Monday 28 September

9:15 - 9:30 am (15 minutes)	Welcome/Update from Spectator team	
9:30 - 10:30 am (60 minutes)	Recovery from Covid: How the UK can generate jobs and growth	
10:45 - 11:45 am (60 minutes)	Out and into the world: Can Britain reclaim free trade?	
12:00 - 12:30 pm (30 minutes)	Is there a free market vision for levelling up?	
13:15 - 13:45 pm (30 minutes)	PODCAST: Chinese Whispers (<i>Live</i>)	
14:00 - 15:00 pm (60 minutes)	The next Coronavirus: are we prepared for another pandemic?	
15:15 - 16:15 pm (60 minutes)	In conversation with... a special guest	
16:30 - 17:30 pm (60 minutes)	The future of British energy: Can green growth meet our demands?	
17:45 - 18:15 pm (30 minutes)	The nanny state crusade: Is the war on obesity the tip of the iceberg?	
18:30 - 19:30 pm (60 minutes)	Culture Wars: The new dividing line	

Tuesday 29 September

9:15 - 9:30 am (15 minutes)	Welcome/Update from Spectator team	
9:30 - 10:00 am (30 minutes)	Civil liberties in a crisis	
10:15 - 11:15 am (60 minutes)	Britain's Housing Crisis: Tackling intergenerational unfairness in the wake of Covid:19	
13:15 - 13:45 pm (60 minutes)	PODCAST: Coffee House Shots (<i>Live</i>)	
14:00 - 15:00 pm (60 minutes)	The pathway to net zero: How has Covid-19 impacted the UK's pledge to reduce carbon emissions?	
15:15 - 16:15 pm (60 minutes)	In conversation with... a special guest	
16:30 - 17:30 pm (60 minutes)	The schools revolution: How to repair the damage and inequality created by Covid-19	
17:45 - 18:15 pm (30 minutes)	How do we clean up the state?	
18:30 - 19:30 pm (60 minutes)	Magic Money: What could go wrong?	

Wednesday 30 September

9:15 - 9:30 am Welcome/Update from Spectator team
(15 minutes)

9:30 - 10:30 am Can the UK still afford to 'level up'?
(30 minutes)

10:45 - 11:45 am The digital revolution: Is the UK technology sector prepared for what could be demanded of it?
(60 minutes)

12:00 - 13:00 pm Think tank / Partner slot 1
(60 minutes)

13:15 - 13:45 pm Americano: Four more years? *(Live)*
(60 minutes)

14:00 - 15:00 pm UK higher education: The vital ingredient for post-COVID economic growth?
(60 minutes)

15:15 - 16:15 pm In conversation with... a special guest
(60 minutes)

16:30 - 17:30 pm Think tank / Partner slot 2
(60 minutes)

17:45 - 18:15 pm Coffee House Shots *(Live)*
(30 minutes)

The Spectator team



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Join the conversation

We are looking for partner organisations that have something to say.
Have your policy and campaigning positions heard by the people who matter.

Headline partner

- Lead branding across the event
- Full branding of a tailored session
- Input into the session topic and brief
- Input into guest list and tickets for staff
- Opportunity for a representative to join the panel
- A blog based on the session to run on *The Spectator* website
- The panel will be recorded and released as a podcast on *Spectator Radio*
- Prime event timeslot with peak audience engagement
- Two advertorials featured both in print and on the conference hub on *The Spectator* website

Session partner

- Full branding of a tailored session
- Input into the session topic and brief
- Opportunity for a representative to join the panel
- Branding across the event
- A blog based on the session to run on *The Spectator* website
- Input into guest list and tickets for staff
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*pricing starts from £12,000 +VAT



Continue the conversation

Beyond the main conference programme, the discussions continue, be this with our influential thought-leadership channels or through a briefing with the most well-informed journalists in Westminster.

Spectator briefings - £5,000 (+ VAT)

Spectator private briefings are the perfect way to continue the day's conversation or to entertain key stakeholders. Hosted over Zoom and featuring up to two members of *The Spectator*'s editorial team, these 40-minute calls are a prime opportunity to pick the brains of the most well-informed journalists in Westminster.

Conference roundtables - £15,000 (+VAT)

A private roundtable discussion with *The Spectator*'s top journalists. Hosted over Zoom and lasting 60 minutes, *The Spectator* consistently secures the highest calibre of guests to attend these exclusive roundtables ranging from senior parliamentarians and ministers to global thinkers. The conversation will be captured through a post-event write up courtesy of *The Spectator*'s editorial team.

Daily briefing emails - £500 (+VAT) per day

One of *The Spectator*'s most effective targeting tools. Our twice daily email briefings - Evening Blend and Lunchtime Espresso - have an open rate of 40% and are regularly used for driving traffic towards partnered content on *The Spectator* website. That's over 85,000 opened emails per day!



This year's party conference season is GOING DIGITAL



Bespoke podcasts - £20,000 (+VAT)

The Spectator's podcast channel receives around 170,000 listens each week. Our standalone bespoke podcasts are immensely popular with established brands who have something to say. Reaching an average of 18,000 listens per podcast and launched alongside *The Spectator*'s weekly and daily podcasts, these 30- minute bespoke discussions are embedded within a blog and promoted across our website during a three-week period.

Advertisorial content in the magazine - £6,000 (+VAT)

The Spectator regularly hosts thought leadership content in the magazine. It can also be replicated online, with custom banners created and 100,000 ad impressions making the article visible across the website.

We have worked with some of the biggest brands in Britain, delivering engaging campaigns.



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Get involved

This year's party conference season is GOING DIGITAL

To hear more or to receive a bespoke proposal get in touch.

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