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MIPIM Review

March 2011

businessbirmingham.com

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14 EVENTS 48 HOURS 20 SPEAKERS

“The Marketing Birmingham team was professional and organised throughout the planning and event stages and it was clear in what it wanted to achieve for the city as well as its MIPIM sponsors. Rider Levett Bucknall is reaping the rewards and secured its position on a number of projects. We have already signed up to be in Cannes for 2012.”

Lance Taylor, CEO of Rider Levett Bucknall

Introduction

Birmingham's 2011 presence at MIPIM welcomed delegates with a comprehensive events and marketing communications programme which highlighted the city's strengths in low carbon and sustainable development. As the world's largest property and development conference, MIPIM provided Birmingham with a platform to outline its vision to senior figures within the property and investment market and to showcase key development schemes.

It was the first time Marketing Birmingham led the city's attendance, which was supported by 19 commercial partners. The unified approach enabled Birmingham to drive forward a high-profile media relations strategy, engage in debate on key issues for the industry and set out the city's progress so far in achieving its 20-year vision as a leading global city. In addition, over 900 real estate professionals and senior decision makers, from over 46 different countries from Sweden and USA to South Africa, were engaged with the city's offer.





Mike Whitby

Leader
Birmingham City Council

Birmingham's presence at MIPIM this year was one of our most ambitious to date. We successfully delivered a targeted events and media strategy, promoting our city and our LEP, to the world's largest property and development conference.

Over 18,000 delegates attended MIPIM 2011; amongst them some of the most pre-eminent investors and developers from across the globe, and Birmingham was at the heart of the action.

Working with 19 of the city's leading property and construction companies, we were able to host 14 events involving more than 20 speakers over the four day event. With events covering; how to deliver low carbon developments, how our transport infrastructure is transforming, how sustainability is impacting global investment trends, and how we have developed the ideas and promises we announced in MIPIM over the last five years.

Birmingham was positioned as a city of innovation and vision, as well as one that delivers on its promise.

Over the conference the city engaged with over 900 delegates at its stand and events and generated over 150 articles and £500k of media coverage – ensuring the message that Birmingham is a city of vision and delivery was played out to the wider investment community.

For investors, Birmingham provides a unique opportunity to benefit from a long term, low carbon vision, as well as the ability to capitalise on immediate development plans that will support their bottom line at a difficult time.

Mike Whitby, Leader of Birmingham City Council

THE BIRMINGHAM STAND.



The Birmingham stand was positioned in a prominent position in the Palais des Festivals, enabling good visibility from footfall traffic as well as acting as a destination point for organised meetings and events.

The key objective of the stand was to provide opportunities to introduce Birmingham to potential investors, to maintain its profile as a global city and provide a platform for the development of new business contacts.

Birmingham's thriving regeneration activity and forward-thinking business community was enforced by the vibrant, dynamic stand which helped partners to drive home the message that the city presents a strong investment opportunity.

Presentations, business and media briefings with delegates took place in a dedicated area which allowed face to face meetings in an informal atmosphere. Each day saw a busy programme of activity designed to showcase Birmingham's exciting plans for the future and the strength of the Team Birmingham partnership in delivering them.

On-site events

Tuesday 8 March

Birmingham Welcome Reception in partnership with the Birmingham Post

Mike Whitby, Leader of Birmingham City Council, and Gary Taylor, Managing Director of Argent Group PLC, welcomed the city's partners and guests to MIPIM. Delegates were provided with the city's plans for the show alongside an update on Birmingham's major developments and ambitions as part of its Big City Plan.

Wednesday 9 March

Carillion on the Economics of Sustainability using The Library of Birmingham Holistic Approach

- **Simon Dingle**, Operations Director, Carillion
- **John Rodaway**, Account Director, Carillion
- **Andrew Ball**, Business Director, Carillion Planned Maintenance

Carillion, the UK's leading support services and construction company, introduced delegates to their strategy and holistic approach on the economics of sustainability.

Do we need Low Carbon Property?

- **David Adams**, Head of Retrofit for Willmott Dixon Re-Thinking, Founder of the Zero Carbon Hub

David Adams, one of the UK's leading sustainable property experts, spoke on how the Government is tackling the issue of poor energy performance in property; uncovering what this means for the sector.



High Speed 2

On-site activity

Wednesday 10 March

Rider Levett Bucknall

- **Mike Whitby**, Leader of Birmingham City Council
- **Lance Taylor**, Chief Executive of Rider Levett Bucknall

One of the world's leading property and construction consultancies, Rider Levett Bucknall, announced a major project win and opening of its India office in Mumbai.

Continuing the Decade of Delivery

- **Mike Whitby**, Leader of Birmingham City Council
- **Mark Barrow**, Strategic Director of Development at Birmingham City Council

Delegates heard about the major construction work underway in Birmingham to create some of the UK's most iconic developments as part of its 20-year vision, the Big City Plan. New artist's impressions were unveiled giving people a glimpse of what the south side of New Street station will look like when John Lewis opens at the site in 2014.

Underpinning Birmingham's Big City Plan

- **Eugien Jaruga**, Director of Partnerships, Keepmoat

Keepmoat's track record of delivering full regeneration packages was highlighted during this event, as well as its longstanding relationship with Birmingham and the importance of working in partnership to achieve successful sustainable communities

Vision for Movement – Smarter Transport Solutions

- **Mike Whitby**, Leader of Birmingham City Council
- **Gary Taylor**, Managing Director of Argent Group PLC
- **Geoff Inskip**, Chief Executive, Centro
- **Glenn Howells**, Founding Director of Glenn Howells Architects

This event outlined Birmingham's compelling vision for smarter transport and how this is transforming the city. Birmingham's 'Vision for Movement' will connect high speed rail to a comprehensive network of rapid transit, bus, rail, cycling and walking routes.

Smarter Design - Library of Birmingham

- **Mike Whitby**, Leader of Birmingham City Council

The Library of Birmingham was introduced to the international property industry via a newly released fly through which highlighted some of the key features within the iconic development.



Library of Birmingham

EVENTS ACTIVITY.



Birmingham launched an agenda leading events programme at MIPIM, positioning the city as the green heart of the UK thanks to its commitment to low carbon infrastructure and a focus on tackling issues surrounding sustainability targets for the industry.

Several events took place in various venues in Cannes to build on the city's strong green credentials and its proven track record.

Wednesday 9 March

Global Economic FDI Trends - Breakfast Panel event

- **Mark Barrow**, Strategic Director of Development at Birmingham City Council
- **Peter Lemagnen**, Oxford Intelligence
- **Marc Lhermitte**, Ernst & Young

Leading FDI experts provided an overview of FDI in 2010 and addressed the challenges of attracting inward investment in the face of budget reductions, examining methods and best practice that can be used to maintain or increase results from overseas investors.

Science Parks without Walls – Birmingham Science Park Aston

- **Mike Whitby**, Leader of Birmingham City Council and Chair of Birmingham Science Park Aston
- **Dr David Hardman**, CEO of Birmingham Science Park Aston
- **Neil Crockett**, Managing Director of Cisco London 2012

Birmingham Science Park Aston outlined its plans to secure property development partners to help deliver a new £35 million “Digital Plaza”; an iconic set of buildings that will proclaim Birmingham’s innovation culture.



Brueton Park, Solihull



“Good communications takes thought, careful planning, creativity and an attention to detail. The PR coordination before, during, and after the MIPIM event for Birmingham’s partners was energetic and professional throughout.”

Conrad Jones, Head of Marketing & Communications at Centro

Making Regeneration Happen in the UK

- **Jackie Sadek**, Chair, UK Regeneration (UK)
- **Mike Whitby**, Leader of Birmingham City Council (UK)
- **Sir Howard Bernstein**, Chief Executive of Manchester City Council (UK)
- **Neil McLean**, Chairman, Leeds City Region Local Enterprise Partnership (UK)
- **Wilfrid Petrie**, Executive Vice President GDF Suez Energy Services in charge of BU Int North (France)

This event looked at how funding for regeneration projects can be achieved in the UK. Mike Whitby urged cities to develop a credible long-term vision supported by a proactive sales strategy. He used examples such as the recent world first Memorandum of Understanding with Abu Dhabi, which is already leveraging funding as Birmingham sells its experience in city governance.

Birmingham Networking Reception in partnership with Property Week

- **Mike Whitby**, Leader of Birmingham City Council
- **Giles Barrie**, Editor in Chief of Property Week

Business Birmingham received its international debut at MIPIM 2011. This was a chance to meet new colleagues and find out about Birmingham investment prospects.

How should cities support zero carbon property?

- **Nick Duxbury**, Inside Housing magazine
- **Bo Aronsson**, Project Manager for RiverCity Gothenburg, City of Gothenburg
- **David Adams**, Head of Retrofit for Willmott Dixon, Founder of the Zero Carbon Hub
- **Mark Barrow**, Strategic Director of Development at Birmingham City Council

Delegates heard from Birmingham and Gothenburg, cities tackling the zero carbon challenge from 2019, with the UK’s leading sustainability expert providing specialist commentary.

MARKETING & PR ACTIVITY



PR activity and media coverage

Business Birmingham developed a comprehensive media campaign, designed to promote Birmingham as a thought leader on sustainable building and low carbon development issues – hot topics for the property and developer community in 2011. The campaign also promoted Birmingham as a 'Global City with a Local Heart' to a broad range of international, UK, trade and regional media around MIPIM 2011.

The campaign rolled out two months prior to the event taking place, building anticipation of the city's presence at the show and highlight key themes and opportunities to the media.

Programme highlights and results:

- Comprehensive 40-page briefing document on all of the city's development projects, ambitions and delivery for partners and media to assist in their meetings at the conference. The document was downloaded by 106 national and international journalists
- Over 150 pieces of media coverage including international, national, trade, regional and online media with a media value of £500,000.
- 86 journalists engaged and briefed on Birmingham's presence at MIPIM and opportunities for developers to be part of the city's future

- Five national media briefings with the FT, The Times and key trade titles secured for the delegation
- Four pre-conference media releases issued, generating significant 'warm up' coverage
- 14 media releases issued during the conference on latest announcements, news and developments for the city
- Blanket media coverage in local and regional media, with MIPIM related news appearing daily in The Birmingham Post, Businessdesk.com and Insider Magazine for the duration, and beyond, of the conference
- Secured daily coverage for the city in MIPIM Daily News, the conference's prestigious daily news magazine
- Five MIPIM videos produced to provide real-time updates of conference presence to non-attendees
- Key MIPIM twitter feeds and journalists tracked and engaged with before and during the conference to maintain online presence.

THE TOTAL MEDIA VALUE OF COVERAGE GENERATED FOR BIRMINGHAM'S PRESENCE AT MIPIM WAS £500,000



Marketing and communications

The primary objective of the marketing and communications strategy was to maximise opportunities during MIPIM, and to positively impact on footfall, meetings and events attendance. The secondary objective was to manage the city's reputation and influence perceptions, and to target wider media beyond trade press to enhance the city's credentials as the place to do business.

Media Partnerships

Business Birmingham had five media partners at MIPIM.

Birmingham Post – 8-page supplement, showcasing Birmingham as a business destination: **reach 38,667**

Businessdesk.com – Online sponsorship including daily e-newsletter bulletin, reaching a targeted audience nation wide: **reach 38,294**

Midlands Insider – Visibility in e-newsletter bulletins, profiling in the March edition as well as online awareness: **reach 491,203**

Property Week – Partners in an event, as well as:
1 A4 page advert in February, West Midlands issue: **reach 23,567**
1 A4 page advert in March: **reach 23,567**

MIPIM News – profiling in this prestigious magazine which was distributed to delegates throughout the event: **reach 24,700**

The total reach of the above partnership was over 639,000

Collateral

A wide selection of branded collateral was produced for distribution at the event to encourage delegates to find out more about Birmingham's offering. This included stand print, and high quality merchandise such as USB sticks, pens, lanyards as well a promotional brochures.



ONLINE ACTIVITY



Online

businessbirmingham.com/MIPIM

A dedicated MIPIM area was created on businessbirmingham.com, which went live early February. This area consisted of a MIPIM 'homepage', events schedule, media centre (containing all MIPIM press releases & articles), video page, MIPIM partners profiles, and media partners.

- The number of page views for this section, until 11 March was: **1,899**
- The total number of unique users during this period was **7,459**

Electronic Direct Marketing

In the run up to MIPIM, a number of direct mailings were distributed via e-mail to a targeted audience and key stakeholders, publicising Birmingham presence on and off the stand.

The recently launched Business Bulletin, a dedicated e-newsletter from Business Birmingham, highlighted MIPIM in both its January and March issues.

- The total reach of the broadcasts was: **45,969**

“The Marketing Birmingham team provided clear and enthusiastic leadership for Birmingham’s presence at MIPIM, and as one of the supporters, helped ensure we felt our involvement was a success.”

Andrew Geldard, Head of Communications at Willmott Dixon.



Social media

Extensive social media activity took place before, during and after MIPIM on Twitter and LinkedIn to engage with delegates, those within the development community that did not attend MIPIM on a real-time basis and a wider audience.

It appeared that Birmingham was stealing a march on its rivals in the online conversation according to CREOpint, the leader in using online networking to foster effective communication in commercial real estate. Their research showed that Birmingham was ranked as one of the top three among the cities that got the most online buzz during MIPIM.



Team Birmingham at MIPIM 2011



Business Birmingham is the access point to Birmingham's business networks and here to help potential investors benefit from the city's strong enterprise culture.

By working as a strategic partner and consultant with your internal project team, we can provide relevant information for your organisation and a comprehensive package of support.

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