The Podcast Show 2024
LONDON

22 - 23 May, BDC, Islington

MARKETING HANDBOOK

Helping you make an impact at The Podcast Show 2024!

This Marketing Handbook is designed to give you an overview of the Show communication plans and ensure you have all the promotional tools needed to make the biggest impact pre, during and post Show.

Our marketing team is here to support you along the way and are ready to answer any questions you have - we appreciate there is a lot to take in!

We are also really keen to hear of any specific campaigns, announcements or launches you are planning around the Show.

So get in touch and let's work together on making as much noise as possible towards the festival in May.

In this Marketing Handbook you will find outlined the following areas:

>> Key Campaign Announcements

>> The E-Zone

>> The Exhibitor Hub + Lead Gen (SmartScan)

>> Show Passes Explained

>> Social Media

>> Official Show App - Networking & AI Matchmaking
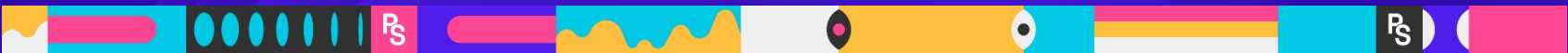
>> Marketing Team

Key Campaign Announcements

Outlined below are our key show content announcements that will be supported via our weekly newsletter, social and press activity. As partners of show, we will ensure you are kept updated along the way and would be delighted to hear your ideas on how you might like to get involved within, or to help amplify, our communications.

Please contact Charlotte Stuart in our show team at: cstuart@thepodcastshowlondon.com or our press team at Carver PR podcast@carverpr.co.uk

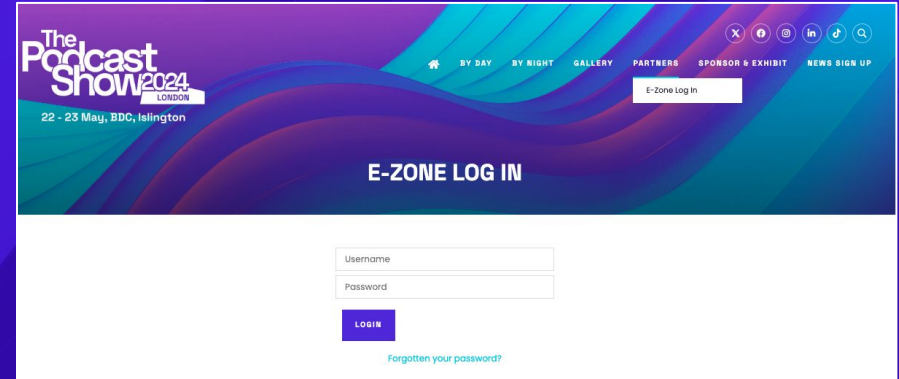| MARCH	APRIL	MAY
w/b 4th - **'First Release' passes close** w/b 18th - **Exhibitor Hub + Guest Passes Live**	w/b 8th - **Exhibitor List Live** w/b 15th - **First Session Programme Live** w/b 30th - **Full Session Programme Live** - **Official Show App Live**	w/b 20th - **'Advance' passes close** - **The Podcast Show is open!** - **TPS LIVE Evening festival live!** w/b 27th - **TPS+ On Demand (Audio) live!**

The E-Zone

The E-Zone is your central Podcast Show key information and resources area to assist with your event planning, production and promotion.

Accessed via the main show website, you will have received communications to reset your login details in order to secure private access. If you have not received this email, please contact: ahuthman@thepodcastshowlondon.com

What will you find in the E-Zone?

>> Stand details - stand number, dimensions and type

>> A checklist to ensure all tasks are completed in the lead up to the show

>> The Exhibitor Manual outlining everything you need to know regarding operations and production

>> Compulsory documentation and submission deadlines

>> Additional Services - a list of bookable support services for your activation. Power, flooring, lighting etc.

>> A suite or marketing assets to assist with your pre show promotions including: logos, web banners, marketing copy and social media details

>> An area to build out your company profile on the show website - logos, company description, web and social links, marketing media - ready for **Exhibitor List launch on 9th April**

This will also populate your profile within our Official Show App - see page 8

4

The Exhibitor Hub + Lead Gen (SmartScan)

The Exhibitor Hub is a dedicated platform hosted by our registration partners, LiveBuzz.

The Hub is your central area to manage all your **Exhibitor** (staff) and **Guest** (visitor) passes in the lead up to the show. Here you can send out invitation links and manually add your staff and guest lists.
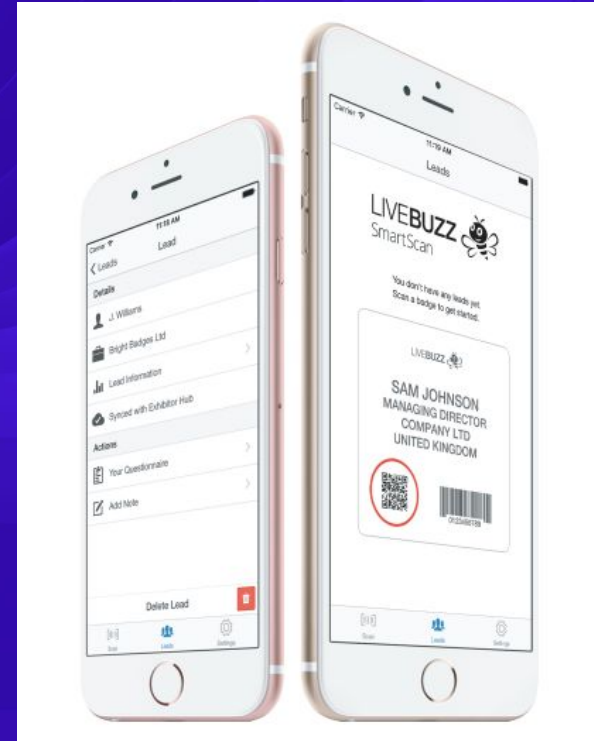
The Hub is also where you can order your **SMARTSCAN Sales Lead** capture app licence to help measure your success and evaluate ROI

Capture business leads via a smartphone or ipad and have them immediately available online.

Personalise your follow-up planner in your online Exhibitor Hub.

App licence price **£275 +VAT** for unlimited devices on your stand.

The Exhibitor Hub is accessed via the **E-Zone on the show website**

Show Passes Explained

All Show Passes are registered via our LiveBuzz hosted system.

Users are sent an email confirmation upon registration that is scanned and exchanged for pass and lanyard at the show. Our pass types include:

VISITOR - allocated to all your GUESTS visiting the show. All visitor guest passes receive GOLD (2 DAY) level access, unless otherwise agreed.

EXHIBITOR - allocated to all your STAFF working on your activation at the event. All Exhibitor passes receive GOLD (2 DAY) level access, unless otherwise agreed.

SPEAKER - all speaker registration is managed by speaker management team at Ginger Owl. Any speakers will be contacted directly by them to arrange collection. Partners & Exhibitors are not responsible for allocating speaker passes.

EXPLORE OUR PASS PACKAGES BELOW

PASS TYPE	PLATINUM — EXECUTIVE PASS	GOLD — PRO PASS	GOLD — PRO PASS	SILVER — SAVER PASS (SOLD OUT)
Save with Advance rates until Tuesday 21st May	2 DAY PASS (ONLY) £245 At Show rate £295 from 22 May	2 DAY PASS £165 At Show rate £195 from 22 May	DAY PASS £89 At Show rate £99 from 22 May	DAY PASS (ONLY) £49 No Advance rate No Group rate (Limited)
Pass Benefits				
TPS+ Digital Pass - On Demand (Audio)	60 DAYS	30 DAYS	30 DAYS	
Entry to The Podcast Show 2024	✓	✓	✓	
Access to ALL Sessions	✓	✓	✓	
Fast track entry to ALL Main Theatre Sessions	✓			
Access to ALL Exhibitor Activations	✓	✓	✓	✓
Access to book Delegate 'Meeting Tables'	✓	✓	✓	
Access to the International Lounge	✓			
Access to ALL Industry Lounges	✓	✓	✓	
Invitation to the Acast After Parties @ 'The Acast Arms' (RSVP)	✓			
Access to daily Brands and Industry Networking	✓			
Access to daily Creator Meetups	✓	✓	✓	
Invitation to 'Leaders in Podcasts' Networking Breakfasts (RSVP)	✓			
Access TPS24 Official Show App - including Matchmaking and Networking	✓	✓	✓	✓
Access to exclusive discounted room rates with all TPS24 Official Hotel Partners	✓	✓	✓	✓
Pre-sale access to Podcast Show LIVE evening shows	✓	✓	✓	
Automatic entry into The Podcast Show gift promo offers	✓	✓	✓	

*Pass packages subject to change.

SOLD OUT
SOLD OUT
SOLD OUT

Social Media

We're all for amplifying the buzz around the show, including your involvement in it this year!

Follow our channels and interact with us.

👉 **Instagram** = @PodcastShowLDN

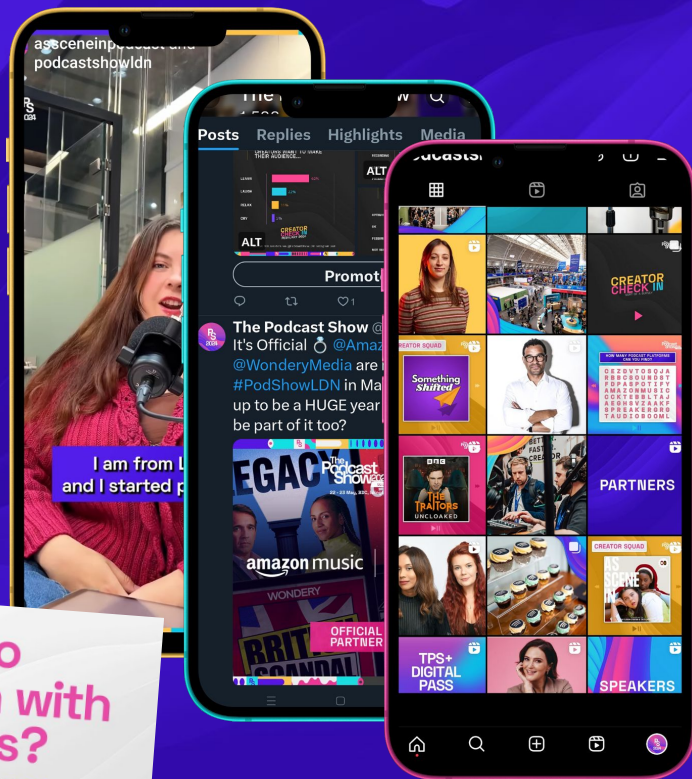👉 **LinkedIn** = /the-podcast-show

👉 **Twitter/X** =@PodcastShowLDN

👉 **TikTok** = @PodcastShowLDN

Use **#PodShowLDN** in your posts.

Contact **Rich** to talk socials:
rlegate@thepodcastshowlondon.com

Want to do something fun with us on socials? Collab post or competition... LET US KNOW

Official Show App (Networking + AI Matchmaking)

We are super excited to be delivering a brand new premium Show app experience with our partners at **Brella.**

As well as being the event programme official guide, Brella's marketing-leading business networking and targeted meeting AI matchmaking will transform delegate engagement at the show and deliver meaningful new business connections for our partners.

As a show partner, you can look forward to:

>> Your own dedicated virtual profile 'booth' area (including video and rich media hosting) - content is connected to your E-Zone profile

>> 1:1 table meeting booking functionality

>> 'Meet at your booth' booking functionality

>> In app direct private messaging

Our app will be live to download from 1st May

The Podcast Show Marketing Team

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Social Media rlegate@thepodcastshowlondon.com