



agenda

Life's Fine Time

GET READY FOR

2024

Monday May 20, 09:30-16:00

The Hurlingham Club,
London, SW6 3PR



agenda

Life's Fine Time

The only event of its kind: this is the Agenda Festival.

The Agenda Festival is for the generation that came of age with Monty Python - they wore mini skirts and bikinis, smoked pot, and slept with spies. So, this jolly day out has been designed for Beatle fans who no longer have to work 'Eight Days a Week', and can examine those 'Strawberry Fields' at leisure.

Now in its second year, Agenda is focussed around a programme of amusing, irreverent and informative talks. Alongside these talks, a carefully curated clutch of brands, advisors and experts will offer information on what's out there for these survivors of the decades of daily drama involving career and children.



"We don't stop playing because we grow old; we grow old because we stop playing."

George Bernard Shaw



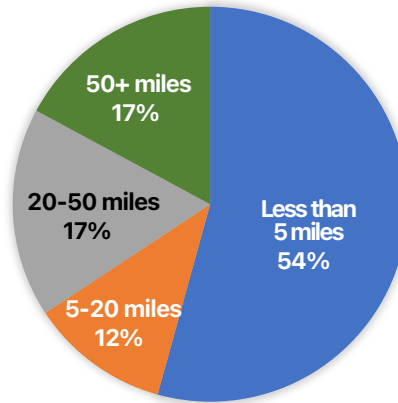
Where Agenda's visitors live

Agenda attracts people from the wealthiest areas of London and southern England.

In 2023 54% of visitors travelled less than 5 miles to the Hurlingham Club, but a significant group, 17%, travelled over 50 miles to attend.



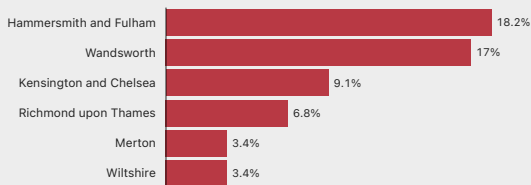
20% of visitors supplied their home address when booking tickets. These photos provide a snapshot of where our visitors' live.



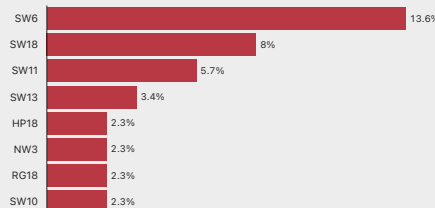
Distance visitors travelled to Agenda 2023



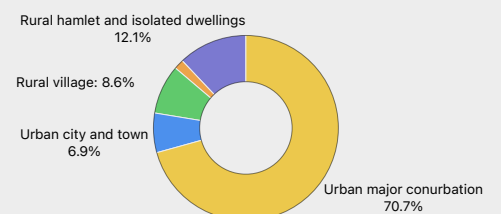
Top Districts



Top Postcodes

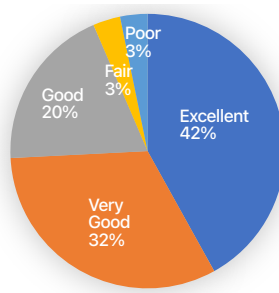


Urban / Rural dwellers



Visitor Feedback

Agenda 2023 attracted over 350 high net worth attendees, aged 55+. Their feedback was overwhelmingly positive with the vast majority finding the day enjoyable, informative and about the right length.



Length of day



Overall enjoyment rated



"Great that this was happening - there is so much need for this and there is so much scope."

"It was a wonderful day – excellent talks, cabaret, food & Bucks fizz on arrival. It was brilliant in every way and the venue is ideal."

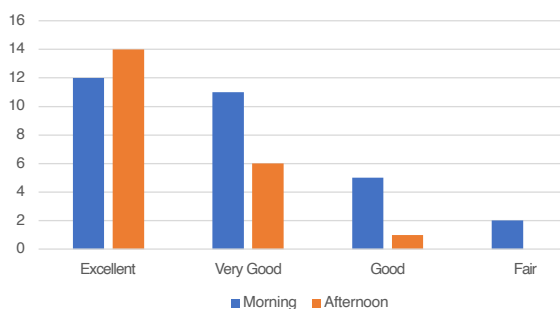
Subscriber to The Oldie



"Really excellent day; lovely mix of speakers/ very upbeat and refreshing take on older age/great to see a mix of ages – this is an intergenerational conversation."

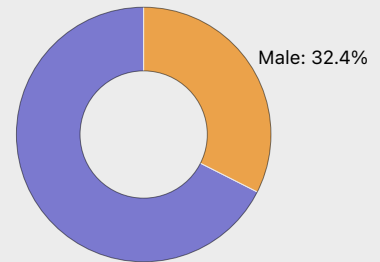
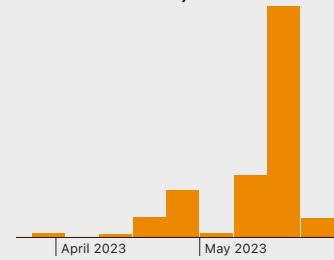


Morning / Afternoon talks rated



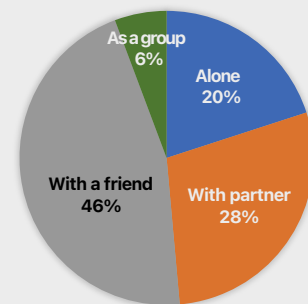
Visitor Bookings

The majority of our visitors booked tickets two weeks before the event, after an intensive marketing campaign in Radio HP, The Oldie, Chelsea Magazine titles, and via Next Step's mailing list of 35,000 HNW and UHNW families (children of the visitors).

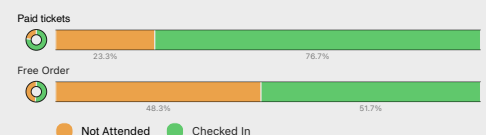


Women were more likely to book tickets than men.

Most visitors came with a friend, a partner or as part of a group, but a significant number came alone.



Engagement with the event's messaging pre-attending was high, producing strong attendance ratios. 51.7% of free ticket holders attended, and 76.7% of paid ticket holders.



Marketing and Promotion



Agenda is promoted to Next Step Exhibitions' database of 35,000 HNW and UHNW London families.

Media partners The Oldie and Chelsea Magazines have unique reach in our target sector.

Alongside this we run a high-impact, focused campaign across digital, print, and social platforms in geographic areas with the highest potential for convertible reach.





Exhibit with us:

Exhibit with us to connect with our audience of 450, AB1, 55+ consumers.

From £4,000 (ex vat)

To find out more please contact:
David Wellesley Wesley, Founder
Ben Hitchman, Show Director

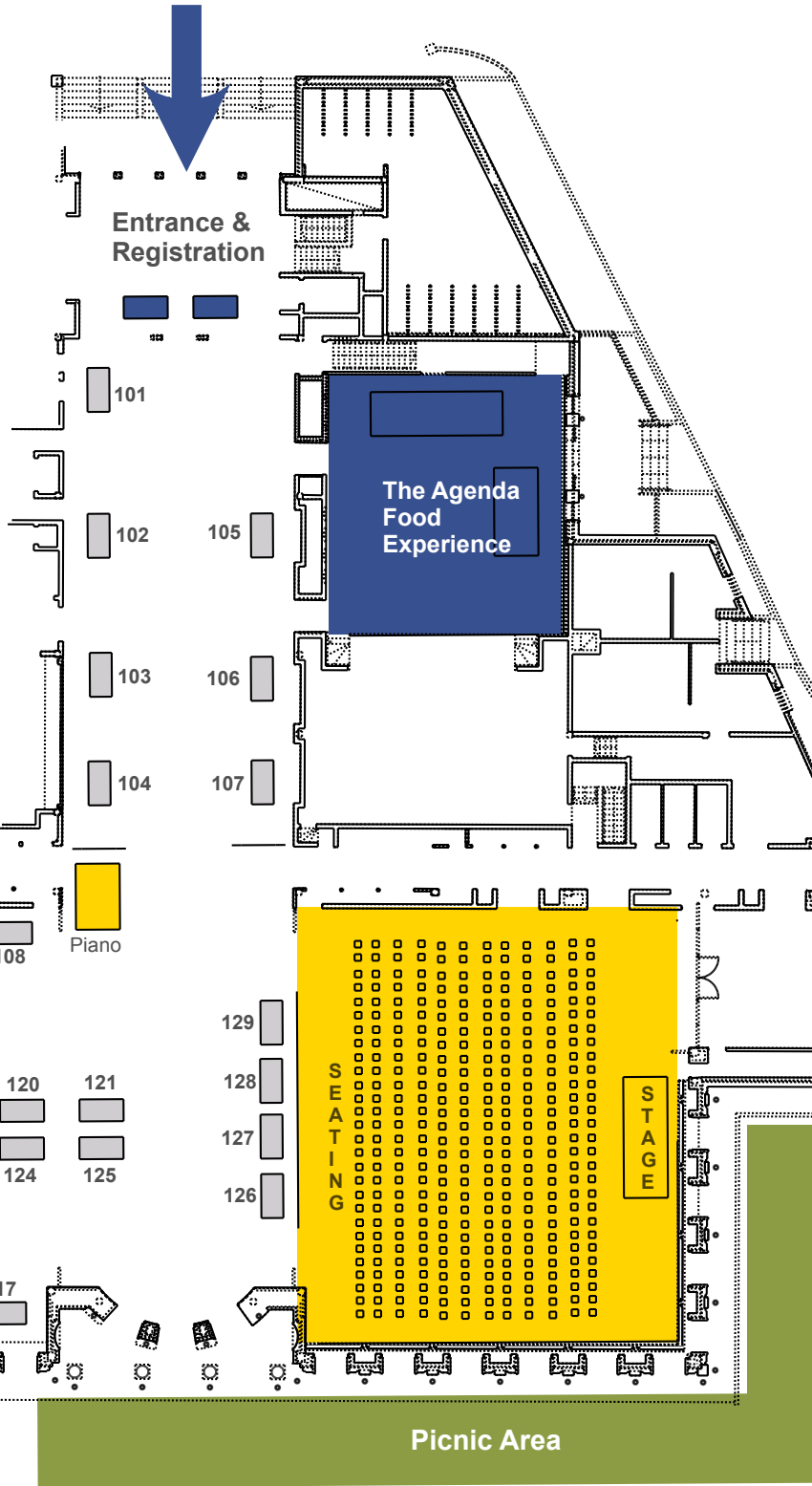
info@agenda-festival.com
or call +44 (0) 203 301 0299





Venue

The Hurlingham Club,
Ranelagh Gardens,
London, SW6 3PR



Sponsorship Opportunities:

Headline Sponsor: £30,000 (ex vat)

- Logo on all advertising in the lead up to the event including the online ticket, magazine, newspaper and social media advertising & website.
- Prominent stand at the event located at a location of your choice.
- Logo on all signage at the event.
- 20 complimentary tickets for the event.
- Includes two of the gold sponsorship packages below. This is based on availability.
- Logo/company name on the goodie bag.

Please note that all sponsorship packages can be tailored to your specific requirements, do get in contact to find out more.

info@agenda-festival.com
or call +44 (0) 203 301 0299



Gold Packages: £15,000 (ex vat)

- Agenda Theatre Sponsor
- Agenda Bar Sponsor
- Agenda Lunchtime Sponsor
- Music & Bandstand Sponsor

These packages include a logo on the website, stand in a location of your choosing and logo across those areas sponsored. The sponsor will also be mentioned on all communications in the leadup to the show referring to the area sponsored.



Theatre



Music



Bar & Lunch

NEXT STEP EXHIBITIONS

Agenda is the latest event from London's Next Step Exhibitions, the brains behind the Independent Schools Show, international art education fair FORMA, and Step Up Expo, the world's first expo for teenagers.