



**More in
Common**

**More in Common
Party Conference 2024
Events Partnership Opportunity**



More in Common Party Conference Events

More in Common would welcome the opportunity to partner with your organisation at this year's political party conference season.



Our events over the last two years have been among some of the best attended at conference - leading to packed out conference rooms, extensive media coverage and important debates being amplified during the party political conference season.

Our panels have been made up of senior MPs, ministers, journalists, leaders of major national institutions, political strategists, campaigners and many others.



More in Common is a non-partisan organisation and hosts a full programme of party conference events at both the Labour and Conservative Party Conferences each year from Sunday afternoon to Tuesday Evening.

Why More in Common?

Founded in 2016, More in Common is a think tank and public opinion research agency that aims to tackle polarisation and division across Western societies, with teams in the UK, US, Germany, France and Poland.

As public opinion specialists, we use our unique segmentation lens and quantitative and qualitative research to understand what the public think on the big challenges facing British society today – and crucially why they think it. We particularly focus on reaching disengaged communities far from Westminster/London bubble and navigating tricky and divisive issues.

We regularly brief senior political leaders across all political parties, help major national institutions navigate major challenges, and help shape debates in the media on a whole range of issues.

Our insights are regularly featured across all broadcast and press outlets in the UK – including the BBC, ITV, Sky News, GB News, The Telegraph, The Guardian, The Times, The FT, The Sun, The Mail and The Mirror.



Our offer

More in Common provides an end-to-end service on party conference events, including:

- The opportunity for sponsors' branding to be showcased on all event pre-publicity, write-ups and at the event.
- A platform for senior team members on panels or within discussions
- Publicity in the official conference guide and extra flyering
- Event planning including speakers, catering and venue hire
- Speaker briefings and preparation including panellist and chair notes

As a full service research agency, More in Common can also provide commissioned polling and focus group insights for your specific events. Polling and focus groups insights have been used as the basis of many of our events with partners in recent years.

More in Common facilitates events both inside and outside the secure zone at both party conferences.



Event formats



Private roundtables

An opportunity for an in-depth discussion on an area of political or policy interest, chaired by More in Common.

The sponsor will have the opportunity to open the discussion and present their thoughts. Other attendees, invited by More in Common and drawn from politics, civil society and business will then be given the opportunity to offer their thoughts.

The event will be closed with reflections from a guest speaker – typically a relevant Member of Parliament.

These may be breakfast, lunch or dinner events.

Price: £12,500+VAT

Panel events

An opportunity to facilitate a broader discussion or debate to a broad audience of Party Conference attendees, alongside an expert panel of policymakers, campaigners and journalists.

Sponsors would have the opportunity to provide a senior member of their team to speak on the panel and present their thoughts on the topic or theme.

More in Common will, in conjunction with the sponsor, invite the panel speakers. The event will be advertised in the main party fringe guides and promoted on social media. More in Common will also work with the sponsor to secure media coverage for the event.

Price: £11,000+VAT

Research and event partnership

As a full-service research agency, More in Common conducts polling and focus group research across the country on a whole range of topics and themes. Launching fresh polling and focus group research at Conference has helped our partners and clients to gain traction during busy conference periods.

Events discounts are available for those who are More in Common's existing clients or who commission More in Common research across the course of the next year.

Price: POA

Potential event themes for 2024



More in Common's insights and expertise span across the breadth of public policy and politics. We will design interesting debates and discussions with our partners. What will bring together all of More in Common's events is bringing a public opinion lens to the debate.



Climate & green energy

Where are the public really at on climate and net zero? What are the political implications of the debate about Labour's £28 billion or the PM's row back on net zero timelines?



The future of migration

What does a migration system look like that can command the confidence of the public and work for the economy? What are the public prepared to do to stop the boats?



Levelling Up

How can we ensure that levelling up lives up to its promise and the public's expectations? What has gone well over the last Parliament, what should be the priorities for the next Parliament?



Economy

How would the public navigate the fiscal pressures facing the next government? Where are the public's priorities on tax, spending and borrowing? How would the public go about tackling economic inequalities?



Getting Britain Building

Are the public NIMBYs or is the tide shifting in favour of building more? Can you take the public with you on building more houses, more quickly across the country?



The role of the state

From food to climate to public health - what do the public expect from the state? Are Britons really as worried about the nanny state as we often hear?

Our clients and partners



Over the past two years, More in Common has worked with a range of organisations and institutions as an insights and events partner:



More in Common's 2023 Party Conference Season





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If you are interested in partnering with us for a party conference event, please contact:

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