

COMPLETELY
RETAIL
marketplace

2021 BRAND REACH

THE EVENT AND BEYOND – ONSITE, ONLINE, OFFLINE

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GROUP

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ABOUT MARKETPLACE

First launched in 2012 in London by the events division of The Completely Group, Completely Events, the Completely Retail Marketplace events have since become the must attend retail property deal-making event format for the UK and the rest of Europe. The events create an opportunity for brands of any size and background to meet with the leading landlords, developers and shopping centre owners within the respective regions.

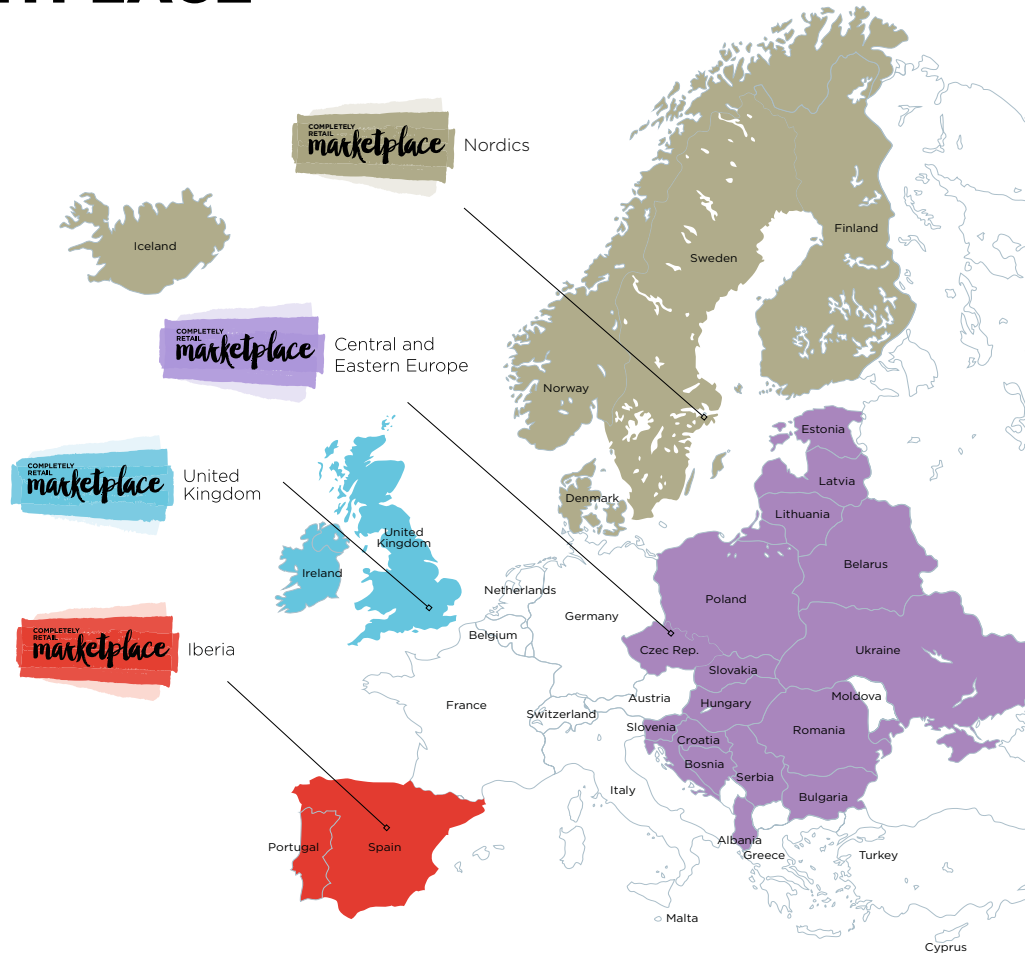
AUDIENCE DEMOGRAPHICS

Type

- Landlords
- Agents / brokers
- Shopping centre owners
- Developers
- Retailers
- Leisure occupiers
- Franchise operators
- International retail organisations, communities and government bodies

Targeted job titles

- Acquisitions manager
- Asset manager
- Business development manager
- CEO
- Commercial director
- Director
- Director of property
- Estate manager
- European expansion manager
- Founder
- Head of external business
- Head of property



AREAS COVERED



OUR CHANNELS

Advisory

Completely Retail Marketplace has unique sector knowledge across major European countries and has a board of 'Crafters' on hand, who feedback their comments and knowledge of the industry which in turn helps shape the events. With our connections from across Europe, we can facilitate meetings between leading stakeholders across the retail property network.

Website

The dedicated Completely Retail Marketplace website (crmarketplace.com) receives up to 21,000 unique users per year and is the one-stop shop for all the event information. In October 2019, the website underwent a makeover with the aim of improving functionality, elevating the aesthetic and increasing unique website users – this new site is now launched and has received fantastic feedback so far.

The Completely Group also operate the UK's number 1 listing platform for retail property across the UK, Completely Retail (completelyretail.co.uk). This platform has a reach of over 100k users per month, which equates to 1.2 million users a year,

and actively promotes the Completely Retail Marketplace events across its network. In addition, our dedicated Completely Events website receives up to 30,000 unique users per year who visit the site to view the company's events.

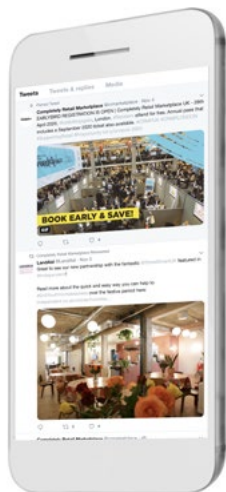




OUR CHANNELS

Email database

We regularly send monthly updates about the latest event news and offers, and we have a targeted mailing list of 16,000 property professionals and retailers from across the UK and Europe that we interact with, including a loyal delegate following who regularly attend our events each year.



Social media

We have 3,500 + targeted followers across various different social media channels including LinkedIn, Twitter and Instagram. We encourage all participants to interact via these channels and tag their experience utilising the various individual event hashtags. We also utilise our social media channels to publish important event details, promotions, the latest industry news, plus those that can't attend the event can view the channels for live updates and videos as they happen.

Print

For each of the events we internally produce our ONE DAY magazines, which are distributed digitally to all attendees prior to the event. The magazines provide an inside scoop into the companies participating in the event as sponsors and exhibitors and an opportunity for new and emerging brands to show off their concepts.





YOU'LL BE IN GOOD COMPANY

Here are just some of the companies who have attended the Marketplace events...





OUR PARTNERSHIPS

Sponsors and associates

For each event, we work with a number of sponsors and associates that have a huge influence in the respective retail markets. These partnerships are mutually beneficial for both sides, because both companies are then exposed to the other's audience and the respective values of the event and the partnering company are introduced to potential new customers and visitors.

We also associate with a number of high-profile organisations that support the retail and commercial property industries. As part of the association, we market to each other's database to promote our respective services via e-newsletters, social media and face to face networking. Examples of partnerships we undertook in 2019 include an association with the Department for International Trade for Completely Retail Marketplace in October 2019, with the aim of promoting the UK market to international retail brands and in return helping UK brands seek new avenues of growth overseas.

International associations from 2019 include a partnership with the Nordic Council of Shopping Centres (NCSC) for Completely Retail Marketplace Nordics, putting exciting new retail, leisure and F&B concepts who need new spaces in the spotlight to their membership of high-profile shopping centres and developments. We also partnered with the Spanish Council of Shopping Centres (AECC) who supported the very first Completely Retail Marketplace Iberia in Madrid.

Media partners

We partner with a number of leading industry publications, some of which have put their support behind Completely Retail Marketplace year after year. In return for marketing the event via the publication's digital channels (editorial, display advertising, e-newsletter, social media) and offline channels (print advertising, printed editorial), we feature all media partner logos heavily in the event marketing campaigns as well as onsite on signage and in the event guide.



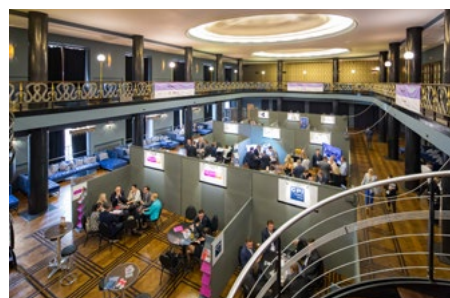
OUR PARTNERSHIPS

Previous partners and sponsors include:



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OUR EVENTS



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FIND OUT MORE

For more information about getting involved in Completely Retail Marketplace, please contact the events team at events@completelygroup.com or +44 (0) 1483 238695.

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