



Theme for 2021:

Build To Rent - 'Back to the Future' - 'Sustainable Living'

Tuesday 29th & Wednesday 30th June

9.00am to 1.30pm

Brought to you by: MOVERS & SHAKERS®
PROPERTY MEMBERSHIP FEEL

In Association with: Winkworth Stratford

Headline Partner: GREYSTAR
18 YORK ROAD • BARNET

Conference Partner: Assael getliving NIBC

QUINTAIN

Research Partner: JLL

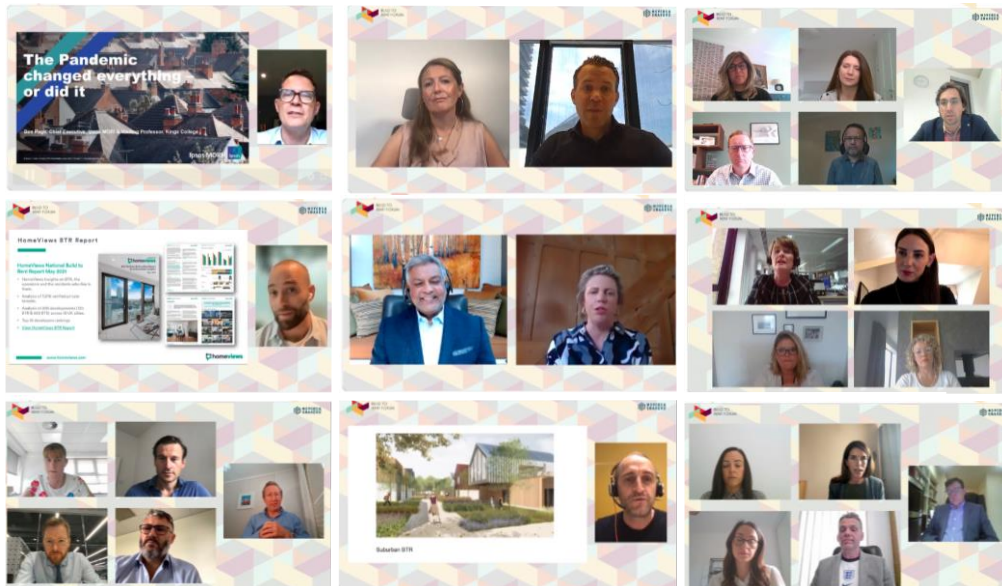
Conference Associate: homeviews livconsult

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BTR Forum London 2021 – Delegate Feedback

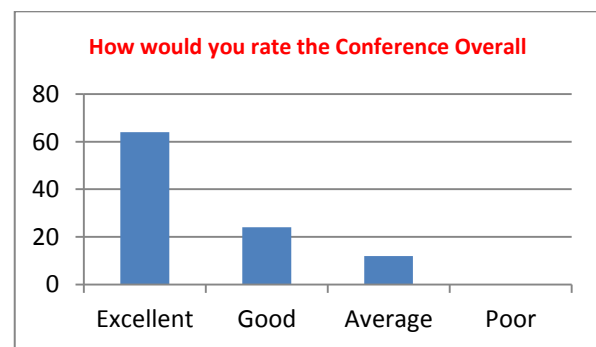
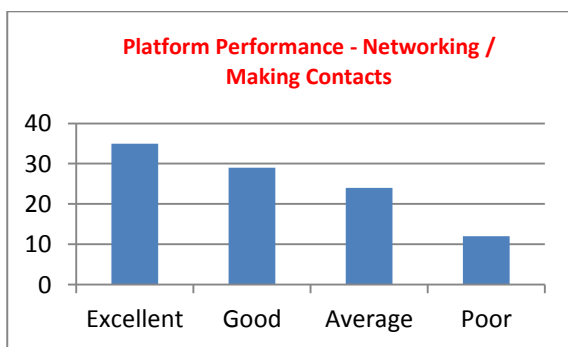
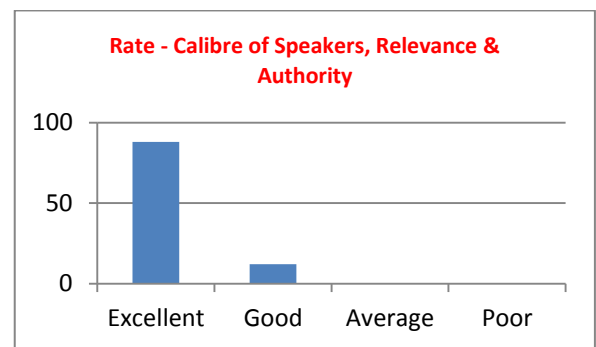
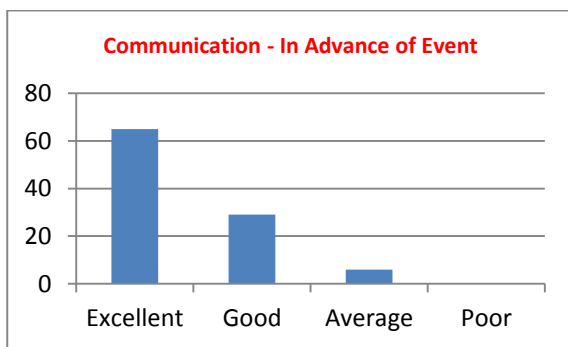
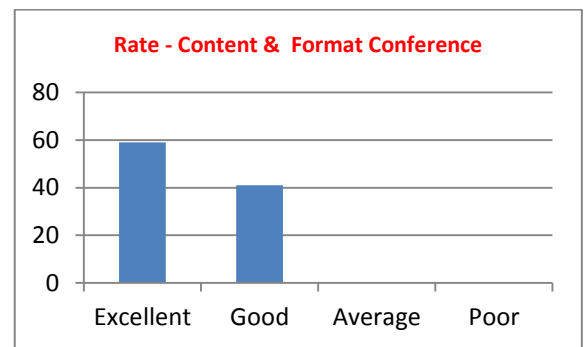
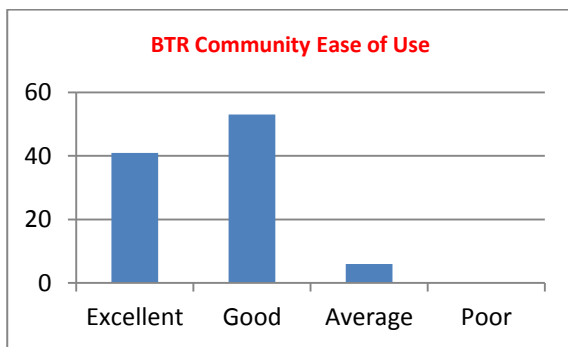
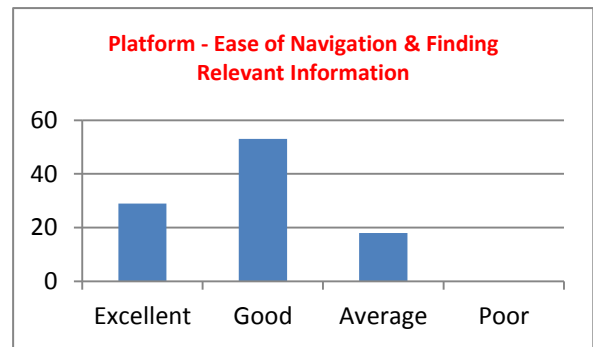
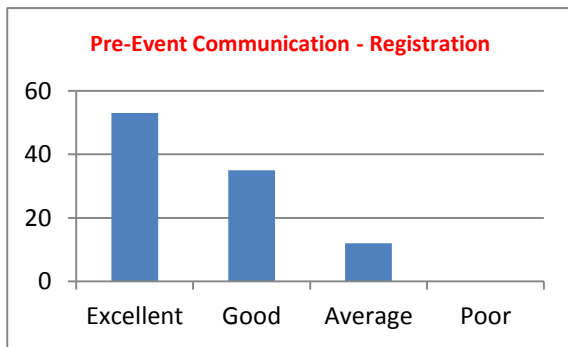
A big thank you to all that attended the 7th BTR Forum – 'Build to Rent – Back to the Future; Sustainable Living' on 29th & 30th June. This year was a bit different our first fully virtual BTR Forum on our dedicated digital platform. BTR performed well during lockdown, from both a customer delivery perspective, and from an investment point of view. There is clear evidence that the sector adapted well to the challenges of the pandemic, with an increase in the application and value of technology, alongside effective human interventions. The investment market remains strong, but the jury is out on the growth of urban multi-family housing versus suburban living, and the development of single family housing solutions.



Results

Thank you to all those who took the trouble to respond to the survey, your feedback is invaluable and will help us to shape and improve next year's forum. We secured a good representative sample of 47 responses - 16% of the audience.

The following analysis summarises the responses:



Commentaries and Observations

Positive Feedback

"The conference was to the point and relevant for BTR and gave good insight into the arena we are all working within. "Very informative, speakers were good, energetic and had some good views on how they see things".

"BTR is a key driver for the UK residential market and the team put together for the conference did an excellent job". "Thank you, I thoroughly enjoyed both days!"

"The conference speakers had great credibility to communicate important issues in the BTR asset class which has become very quickly the leading property investment home for investors across the world". "Very much looking forward to future events".

"Great section and speakers on Single-Family Housing"

Negative Feedback

"I found it very interesting to hear the speakers, it would have been good to be able to see the people listening in to the conference / speakers also. And to be able to partake / ask question in person rather than just by message.

"I also liked the early bird chats 8AM start, but they were too early start, and not many attended them, but it was an interesting place to have more informal chats / meet and greet type of conversation. More of that would be appreciated, maybe later on in the seminars, so we could have discussed with each other about what's been talked about in the forums. but overall very positive feedback from me."

Summary

The conference worked well, the technology was effective and we attracted a good audience - in excess of 300 delegates overall. The most important measures of satisfaction: the 'content and format' of the conference, and 'calibre of speakers, relevance and authority', scored 100% Excellent / Good; and 90% of delegates rated the 'conference overall' as excellent / good.

However, fully virtual events do have their limitations in terms of interaction on the day and networking. This said, the technology and the platform we have developed will add value as we move back to in-person BTR Forums, increasing the bandwidth of the events, offering the opportunity to view content catch-up and enhancing the physical networking process

Don't forget that as a delegate you have access to the BTR Forum Community Platform for 12 months from the date of the conference, to revisit, view content, make new contacts and raise your profile!

David Jennings

Chairman

Movers & Shakers

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