



# 'BTR Forum 2024 – Rented Living, More Homes, More Value, More Options'

8<sup>th</sup> October

## Delegate Feedback





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PROPERTY NETWORKING FORUM



## 1. INTRODUCTION

The BTR Forum was launched 10 years ago by ‘Movers & Shakers’ - an independent and trusted brand in the UK Real Estate marketplace. It has developed into an ‘authoritative’ and ‘highly rated’ conference, attracting contributions from leaders from across the private and public sectors, consistently delivering great outcomes.

This document provides feedback on the most recent conference - ‘UK Rented Living – More Homes, More Value, More Options,’ which took place on 8<sup>th</sup> October ‘24.

There were over 40 speakers involved in the forum, who contributed via a series of Keynotes, Presentations, Fireside Chats and Panel Sessions. Just under 300 delegates attended the event which was held at 30 Euston Square (London), a dedicated conference venue.



## 2. FEEDBACK ON 2024

Thank you to all of those who were involved in this year's BTR Forum: Sponsors, Supporters, Contributors and Delegates.

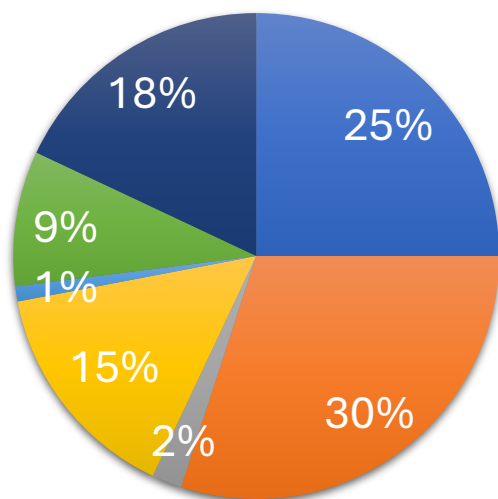
As usual we sent a Feedback Survey to all stakeholders. We received responses from around 14% of those involved.

In this section, we are sharing the feedback; providing a full analysis of how the conference was rated from a number of different perspectives. These include observations on key areas for improvement.



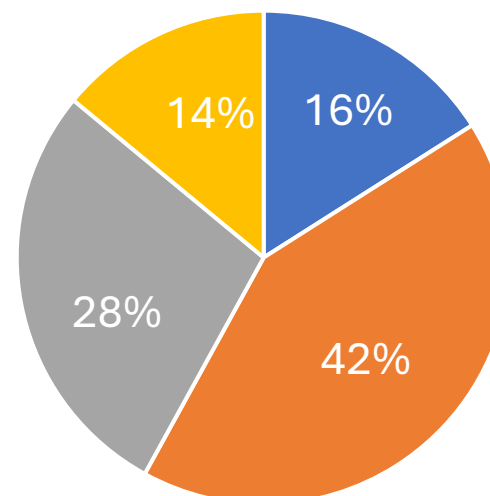
## An influential audience of senior players ...

DELEGATE MIX BY SECTOR



■ Developer / Investors
■ Consultant / Advisors
■ Public Sector  
■ Property Advisors Managers
■ Housing Associations
■ Architects / Designers  
■ Other

DELEGATE MIX BY SENIORITY



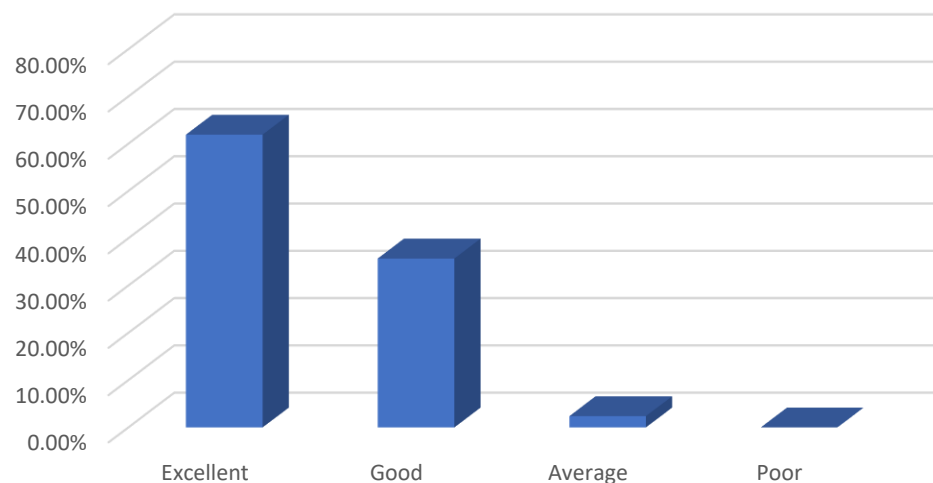
■ Chief Exec / Chair / Senior Partner / Founder  
■ Director / Partner  
■ Associate / Snr Manager / Head of Function  
■ Other



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## A well organised event ...

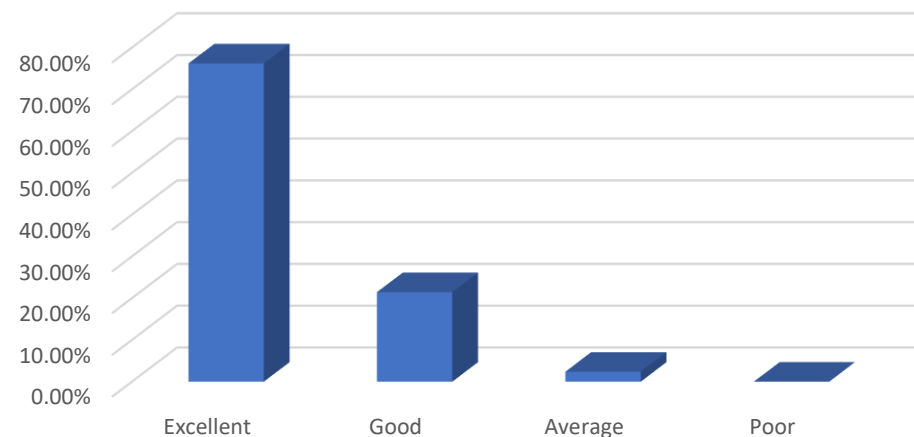
Pre-event Communication



**9 out of 10 delegates** thought the Pre-event Communications were Excellent / Good

*“Well organised, friendly welcome, no surprises”*

Practical Arrangements, Registration, Welcome, Signage & Organisation



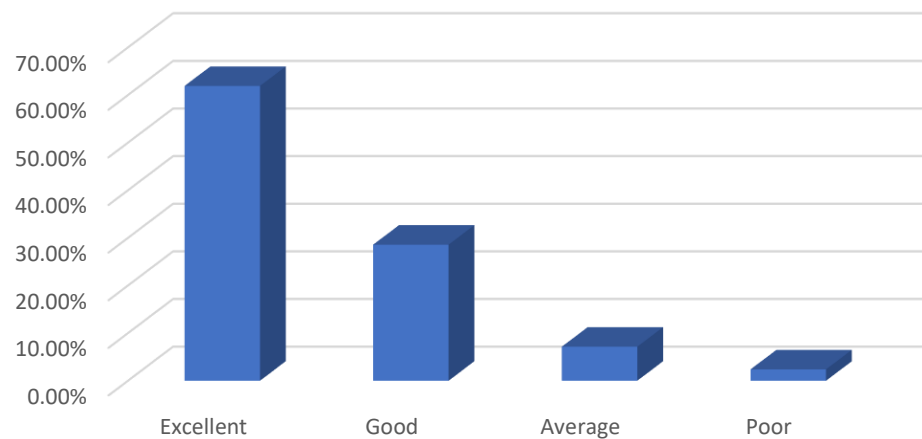
**10 out of 10 delegates** thought the Practical Arrangements, Organisation etc were Excellent / Good



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## A good venue...

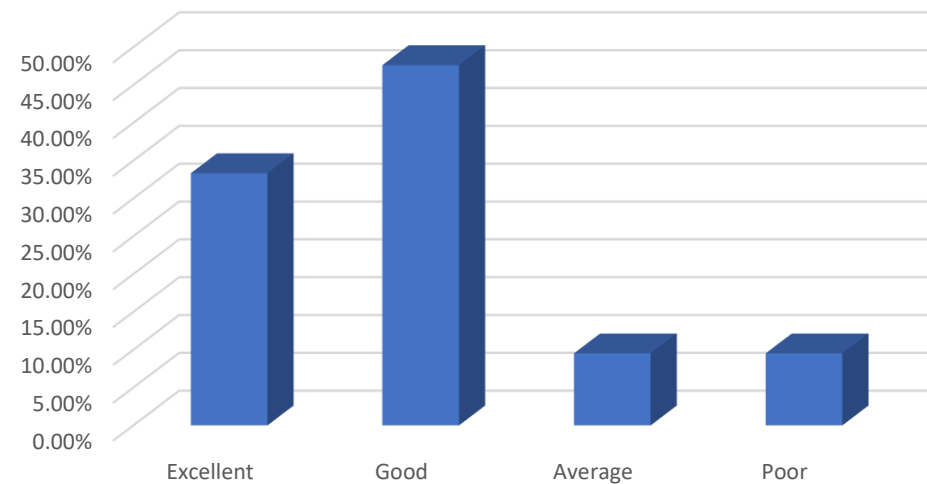
Venue - location, layout, environment, facilities,  
comfort & quality



**9 out of 10 delegates** thought Venue and Facilities were Excellent / Good

*"Liked the venue good to be in central London"*

Catering - quality of food, coffee and service



**8 out of 10 delegates** thought Catering was Excellent / Good

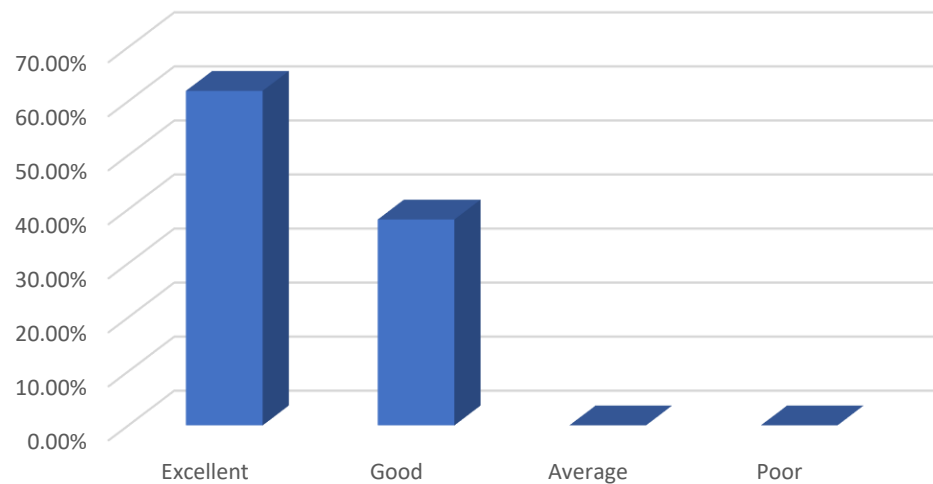




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## A valuable conference ...

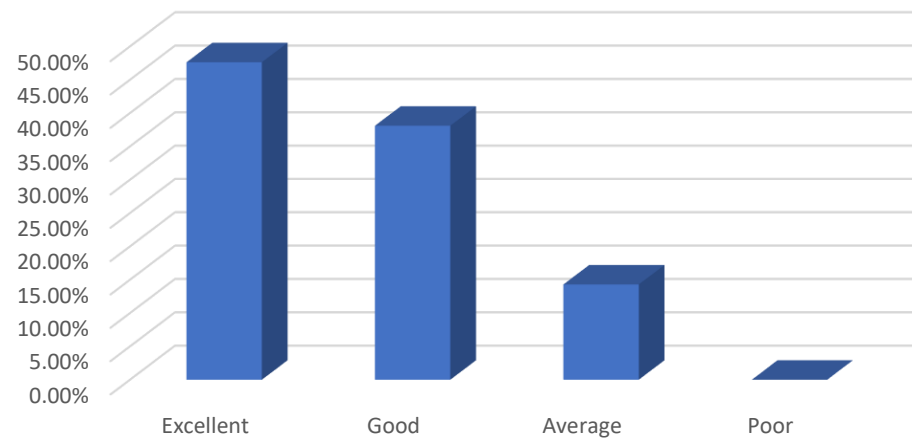
Main Conference Content & Format



**10 out of 10 delegates** thought the Conference & Format was Excellent / Good

*"Speakers and discussions were really informative and interesting"*

Networking Value - quality of delegates, format & opportunities



**Over 8 out of 10 delegates** thought the Networking Value etc was Excellent / Good

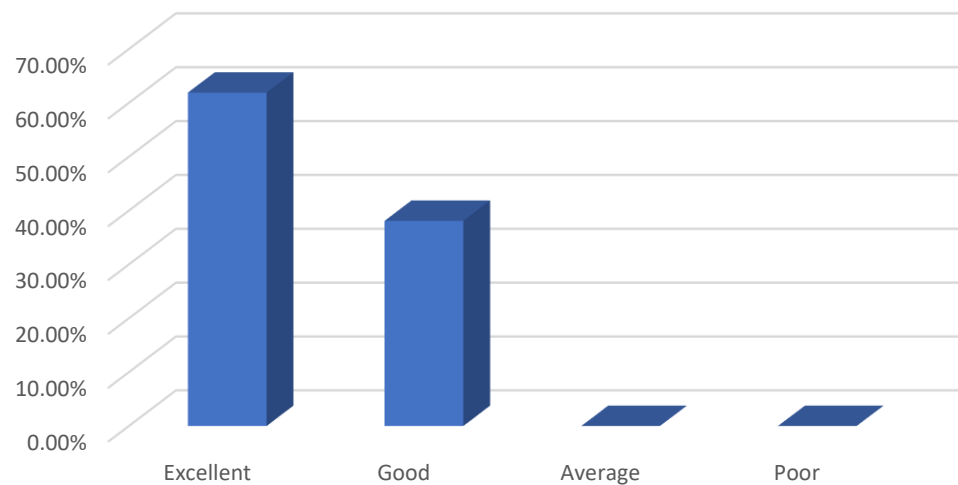


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## An authoritative and highly rated conference ...

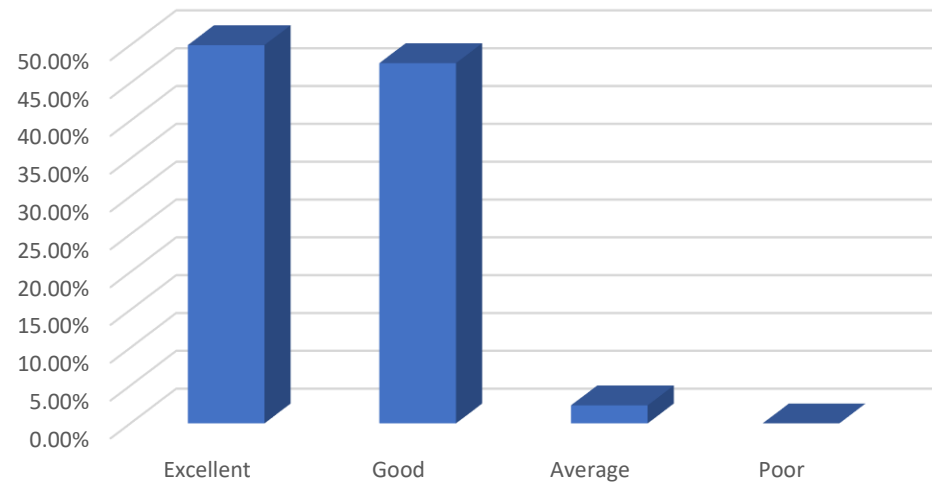
*"It's still the BTR event of the year, and congratulations to the whole M&S team!"*

Main Conference Speakers, relevance & authority



**10 out of 10 delegates** thought the Speakers, Relevance and Authority was Excellent / Good

Overall Conference Rating - relevance & value



**Just under 10 out of 10 delegates [97%]** rated the Overall Conference Value as Excellent / Good



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## But inevitably there were some areas for improvement .....

*“Also, not sure the theatre format seating worked - venue was great in and of itself but would probably have preferred to be sat round tables during the sessions as per more typical M+S events. Don't let that take away from excellent content and networking though”*

*“Very high-quality content but networking could have more structure”*

*“Speakers and discussions were really informative and interesting, but it would have been useful to have been able to organise meetings with other delegates before the conference”*

*“As someone who did not know many people at the start of the day, it was a little daunting to navigate the networking time, but I did achieve some success in this. For future events it might be useful for one of the BTR Forum team to facilitate some introductions, perhaps tailored to the 'newbie' and their organisational role’*

### 3. CONCLUSIONS

Based on the feedback, the BTR Forum 2024 was a great success and delivered on its promise, with just under 10 out of 10 delegates rating its ‘value and relevance’ as Excellent / Good. Inevitably one or two areas for improvement were identified; we will take these on board in our planning for 2025.

Building on the success of the 10th BTR Forum, the plan for 2025 is to develop our BTR offering and add some additional events, whilst maintaining the standards and authority established over the past decade.

At a time when there is a greater need than ever before for more homes across the UK, we will use our platform to bring together the private & public sector leaders, to discuss and debate a future roadmap that enables a greater delivery of ‘Rented Living,’ of the right mix and with social benefit.