



EX-MILITARY - A JOURNEY INTO FM

Careers Showcase & Networking Opportunity

THURSDAY 28 OCTOBER 2021



THISWEEKINFM IS HOSTING A NOT-FOR-PROFIT EVENT ON THURSDAY 28TH OCTOBER FROM 1PM TO 5PM EXCLUSIVELY FOR THOSE THAT HAVE LEFT THE ARMED FORCES AND SEEKING A NEW CHALLENGE.

THE AIM OF THIS EVENT IS TO PROMOTE THE HUGE NUMBER OF OPPORTUNITIES FOR SERVICE LEAVERS WITHIN THE FACILITIES MANAGEMENT, BUILT ENVIRONMENT, PROPERTY, WORKPLACE AND RELATED SECTORS & WHY IT IS SUCH A GOOD FIT FOR THEM.

JOIN US FROM 1PM FOR A SMALL SHOWCASE OF COMPANIES OPERATING ACROSS THESE INDUSTRIES AND UNDERSTAND WHY EX-MILITARY PERSONNEL ARE SO APPEALING TO SUCH A DIVERSE RANGE OF SECTORS.

A NUMBER OF INSPIRATIONAL SPEAKERS WILL SHARE THEIR EXPERIENCES OF WORKING WITHIN THE FM AND RELATED SECTORS AND SHOW DELEGATES WHAT GUIDANCE AND SUPPORT IS AT HAND, SUCH AS MENTORS, FOR BOTH THE EMPLOYEE AND THE EMPLOYER.

THE EVENT WILL CONCLUDE WITH SOME DRINKS AND NETWORKING, WITH DELEGATES HAVING THE OPPORTUNITY TO MEET OUR SPEAKERS AND INTERACT WITH THE COMPANY SHOWCASE.

[LEARN MORE ABOUT THE EVENT](#)

IN AID OF

THE OPPO FOUNDATION



THE OPPO FOUNDATION HAS BEEN ESTABLISHED TO HELP EX-MILITARY PERSONNEL, THEIR FAMILIES AND DEPENDANTS ON THEIR RETURN TO CIVILIAN LIFE.

HOWEVER LIFE IN THE MILITARY IS VERY DIFFERENT TO LIFE AS A CIVILIAN AND SUPPORT IS ALSO NEEDED TO HELP PEOPLE SURVIVE THE CULTURE CHANGE.

IT IS ALSO IMPORTANT TO RECOGNISE THAT SUPPORT IS NOT A ONE-SIDED AFFAIR. THE OPPO FOUNDATION ALSO SUPPORTS THE CIVILIAN COMMUNITY TO WELCOME AND BENEFIT FROM THEIR RETURN.

HEROPRENEURS



HEROPRENEURS IS A NOT-FOR-PROFIT MILITARY CHARITY PROVIDING PRACTICAL SUPPORT TO THOSE FROM THE MILITARY COMMUNITY IN THEIR AMBITION TO CREATE THEIR OWN BUSINESS.

WITH THE SUPPORT AND BACKING OF THE GOVERNMENT, MOD, VETERANS' NETWORKS, PARTNER CHARITIES AND INDUSTRY LEADERS WE ARE ABLE TO PROVIDE A FREE MENTORING NETWORK GUIDING THEM THROUGH START-UP TO SCALING.

TO DISCUSS SPONSORSHIP AND ENGAGEMENT AVAILABILITY AND OPTIONS, PLEASE CONTACT LAURENCE ALLEN.

LAURENCE ALLEN | LAURENCE@TWINFM.COM | 07455 302 694

HEADLINE SPONSORSHIP

THE HEADLINE SPONSOR WILL RECEIVE A VERY COMPREHENSIVE MARKETING PACKAGE OVER THREE PHASES TO ENSURE MAXIMUM EXPOSURE.

PRE-EVENT

- MASTHEAD BANNER ON MICRO-SITE.
- COMPANY BIOGRAPHY ON MICRO-SITE.
- COMPANY LOGO AND ENDORSEMENT AS THE HEADLINE SPONSOR ON ALL ELECTRONIC MEDIA INCLUDING ThisWeekinFM's WEBSITE, INCLUDING A LINK TO YOUR WEBSITE WITH TEXT ENDORSING YOUR SUPPORT.
- 2 X SPONSORED ARTICLES - TO BE USED BY 28TH NOVEMBER (1 MONTH AFTER THE EVENT).
 - ACCESSED THROUGH THE MICRO-SITE (AND OTHER AREAS OF THE WEBSITE WHERE APPLICABLE AND AT THE EDITORS DISCRETION).
 - A DEDICATED SIDEBAR.
 - ASSETS TO BE PROVIDED BY SPONSOR.
- SHORT REMOTE VIDEO INTERVIEW - MAX 2 MIN LONG
 - USED TO PROMOTE THE EVENT

DURING THE EVENT

- POP-UP BANNER AT THE EVENT (SPACE ONLY - MAX 1.2M WIDE).
- LARGE TABLE AT THE EVENT.
- COMPANY LOGO ON ELECTRONIC SIGNAGE BY TABLE.
- SPEAKER SLOT AT THE EVENT - SUBJECT MATTER AND CONTENT TO BE AGREED WITH TWINFM.
- 2 X ATTENDEES.
- SHORT VIDEO INTERVIEW.
 - FOR USE IN THE SHOWREEL.

POST-EVENT

- SPECIAL MENTION AS HEADLINE SPONSOR IN THE POST-EVENT WRITE UP ON THISWEEKINFM.COM.
- INCLUSION IN PROMOTIONAL ACTIVITY FOR RELATED EVENTS, WHERE POSSIBLE
- INCLUSION IN SHOWREEL

£2,950
ONE PACKAGE
AVAILABLE



REFRESHMENTS SPONSOR

THE REFRESHMENTS SPONSOR WILL RECEIVE A COMPREHENSIVE MARKETING PACKAGE OVER THREE PHASES TO ENSURE MAXIMUM EXPOSURE.

£2,495
ONE PACKAGE
AVAILABLE



PRE-EVENT

- EDITORIAL SEPARATOR BANNER ON MICRO-SITE.
- COMPANY BIOGRAPHY ON MICRO-SITE.
- COMPANY LOGO AND ENDORSEMENT AS THE REFRESHMENTS SPONSOR ON ALL ELECTRONIC MEDIA INCLUDING THISWEEKINFM'S WEBSITE, INCLUDING A LINK TO YOUR WEBSITE WITH TEXT ENDORSING YOUR SUPPORT.
- 1 X SPONSORED ARTICLE - TO BE USED BY 28TH NOVEMBER (1 MONTH AFTER THE EVENT).
- ACCESSED THROUGH THE MICRO-SITE (AND OTHER AREAS OF THE WEBSITE WHERE APPLICABLE AND AT THE EDITORS DISCRETION).
- A DEDICATED SIDEBAR.
- ASSETS TO BE PROVIDED BY SPONSOR.
- SHORT REMOTE VIDEO INTERVIEW - MAX 2MIN LONG.

- USED TO PROMOTE THE EVENT.

DURING THE EVENT

- POP-UP BANNER AT THE EVENT (SPACE ONLY - MAX 1.2M WIDE).
- LARGE TABLE AT THE EVENT.
- POP-UP BANNER BY REFRESHMENTS TABLE (SPACE ONLY - MAX 1.2M WIDE).
- LOGO ON DRINKS TOKEN.
- DEDICATED ON ONE SIDE OF THE TOKEN.
- COMPANY LOGO ON ELECTRONIC SIGNAGE BY TABLE
 - 2 X ATTENDEES.
- SHORT VIDEO INTERVIEW.
- FOR USE IN THE SHOWREEL.

POST-EVENT

- SPECIAL MENTION AS REFRESHMENTS SPONSOR IN THE POST-EVENT WRITE UP ON THISWEEKINFM.COM.
- INCLUSION IN PROMOTIONAL ACTIVITY FOR RELATED EVENTS, WHERE POSSIBLE
 - INCLUSION IN SHOWREEL

SUPPORTING SPONSORSHIP

THIS IS AN EXCELLENT WAY FOR YOUR BUSINESS TO MAKE AN IMPACT WITH THIS INDUSTRY EVENT.
THE SUPPORTING SPONSOR WILL RECEIVE A COMPREHENSIVE MARKETING PACKAGE OVER THREE PHASES TO ENSURE MAXIMUM EXPOSURE.

PRE-EVENT

- SIDEBAR BANNER ON MICRO-SITE.
- COMPANY BIOGRAPHY ON MICRO-SITE.
- COMPANY LOGO AND ENDORSEMENT AS THE SUPPORTING SPONSOR ON ALL ELECTRONIC MEDIA INCLUDING THISWEEKINFM'S WEBSITE, INCLUDING A LINK TO YOUR WEBSITE WITH TEXT ENDORSING YOUR SUPPORT.
- 1 X SPONSORED ARTICLE - TO BE USED BY 28TH NOVEMBER (1 MONTH AFTER THE EVENT).
 - ACCESSED THROUGH THE MICRO-SITE (AND OTHER AREAS OF THE WEBSITE WHERE APPLICABLE AND AT THE EDITORS DISCRETION).
 - A DEDICATED SIDEBAR.
 - ASSETS TO BE PROVIDED BY SPONSOR.
- SHORT REMOTE VIDEO INTERVIEW - MAX 2MIN LONG.
 - USED TO PROMOTE THE EVENT.

DURING THE EVENT

- POP-UP BANNER AT THE EVENT (SPACE ONLY - MAX 1.2M WIDE).
- LARGE TABLE AT THE EVENT.
- COMPANY LOGO ON ELECTRONIC SIGNAGE BY TABLE.
- 2 X ATTENDEES.
- SHORT VIDEO INTERVIEW.
 - FOR USE IN THE SHOWREEL.

POST-EVENT

- SPECIAL MENTION AS SUPPORTING SPONSOR IN THE POST-EVENT WRITE UP ON THISWEEKINFM.COM.
- INCLUSION IN PROMOTIONAL ACTIVITY FOR RELATED EVENTS, WHERE POSSIBLE.
- INCLUSION IN SHOWREEL.

£1,750
TWO PACKAGES
AVAILABLE



EXHIBITOR

THE EXHIBITORS WILL RECEIVE A COMPREHENSIVE MARKETING PACKAGE OVER THREE PHASES TO ENSURE MAXIMUM EXPOSURE.

£950
FOUR PACKAGES
AVAILABLE

PRE-EVENT

- INCLUSION ON MICRO-SITE.

DURING THE EVENT

- POP-UP BANNER AT THE EVENT (SPACE ONLY - MAX 1.2M WIDE).
- TABLE AT THE EVENT.
- 2 X ATTENDEES.

POST-EVENT

- INCLUSION IN THE POST-EVENT WRITE UP ON THISWEEKINFM.COM.
- INCLUSION IN PROMOTIONAL ACTIVITY FOR RELATED EVENTS, WHERE POSSIBLE.



ABOUT THISWEEKINFM

THISWEEKINFM IS THE LEADING MEDIA CHANNEL FOR DECISION MAKERS AND INFLUENCERS RESPONSIBLE FOR CREATING, UPGRADING AND SUSTAINING FACILITIES, PROPERTY AND THE WORKPLACE AS WELL AS THE BROADER BUILT ENVIRONMENT.

OUR DIGITAL PUBLICATION ATTRACTS 400K READERS ANNUALLY AND COVERS EVERYTHING TO DO WITH PROPERTY AND THE WORKPLACE FROM CLEANING AND SECURITY, THROUGH TO ENERGY, THE ENVIRONMENT, TECHNOLOGY, BUILDING, FIT-OUT, HEALTH & SAFETY, LEGAL, GLOBAL FM AND INTERNATIONAL ESTATE MANAGEMENT. WE LOOK AT THE NEEDS OF THE PEOPLE OCCUPYING THOSE BUILDINGS FROM TRANSPORTATION TO TECHNOLOGY, ERGONOMICS TO EDUCATION, PRODUCTIVITY TO POSITIVITY AND GENDER EQUALITY TO GENERAL GOOD HEALTH. IT IS SUPPORTED BY AN EMAIL NEWSLETTER AND A SUBSTANTIAL PRESENCE ON SOCIAL MEDIA. THISWEEKINFM'S READERSHIP EXTENDS FROM YOUNG FM GROUPS TO THE HEADS OF PROPERTY AND FM WORLDWIDE.

THISWEEKINFM IS PUBLISHED BY SPOTTED COW MEDIA LIMITED, WHICH OWNS THE LARGEST AND HIGHEST QUALITY DATABASE OF PROPERTY OWNERS AND OCCUPIERS, BUDGET HOLDERS AND DECISION MAKERS DRAWN FROM COMMERCIAL OFFICES, CENTRAL AND LOCAL GOVERNMENT, INDUSTRY AND WAREHOUSING, HEALTHCARE, EDUCATION AND THE RETAIL & LEISURE MARKETS.

OUR MISSION

OUR MISSION IS TO ENGAGE WITH OUR AUDIENCE THROUGH ORIGINAL NEWS FEATURES AND DIGITAL MEDIA, AND TO ENCOURAGE PEER-TO-PEER LEARNING THROUGH OUR PORTFOLIO OF IN-HOUSE EVENTS AND NETWORKING CLUBS.

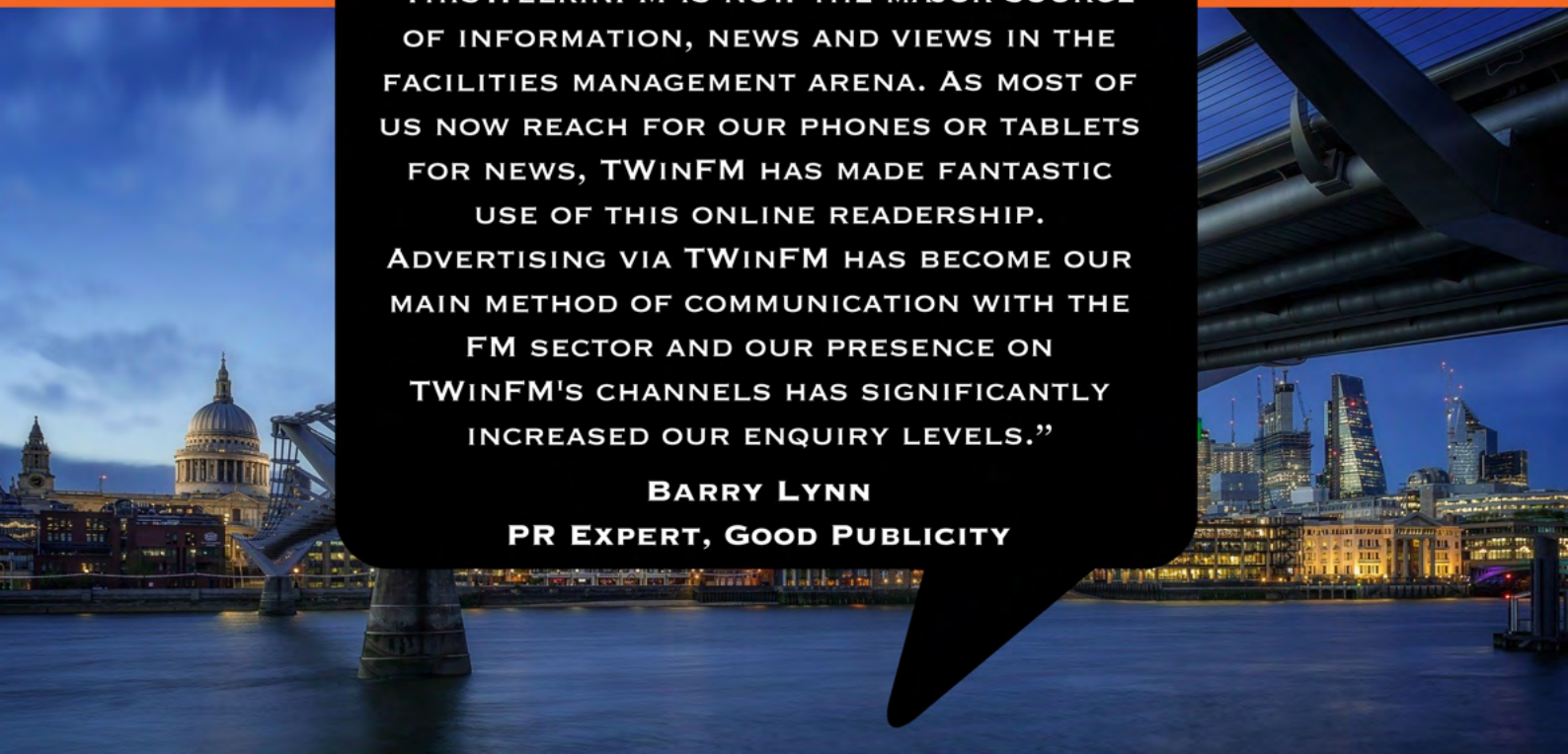
HERITAGE

THISWEEKINFM IS OWNED AND OPERATED BY SPOTTED COW MEDIA.

SPOTTED COW MEDIA WAS LAUNCHED IN 2013 BY LAURENCE ALLEN, OUR CHIEF EXECUTIVE OFFICER – HAVING PREVIOUSLY CREATED, MANAGED AND SOLD THE LEADING PRINT PUBLICATION IN THE FACILITIES MANAGEMENT INDUSTRY, LAURENCE WAS KEEN TO OFFER SOMETHING FRESH TO THE SECTOR. HE DECIDED TO CREATE A UNIQUE AND IMMEDIATELY UPDATABLE PLATFORM FOR THE FACILITIES, WORKPLACE AND BUILT ENVIRONMENT ARENAS – AND TWINFM WAS BORN.

“THISWEEKINFM IS NOW THE MAJOR SOURCE OF INFORMATION, NEWS AND VIEWS IN THE FACILITIES MANAGEMENT ARENA. AS MOST OF US NOW REACH FOR OUR PHONES OR TABLETS FOR NEWS, TWINFM HAS MADE FANTASTIC USE OF THIS ONLINE READERSHIP. ADVERTISING VIA TWINFM HAS BECOME OUR MAIN METHOD OF COMMUNICATION WITH THE FM SECTOR AND OUR PRESENCE ON TWINFM'S CHANNELS HAS SIGNIFICANTLY INCREASED OUR ENQUIRY LEVELS.”

**BARRY LYNN
PR EXPERT, GOOD PUBLICITY**



PARTNERS IN 2021

YOU CAN BE CONFIDENT THAT ENGAGING WITH THISWEEKINFM PUTS YOU IN VERY GOOD COMPANY.

STRATEGIC PARTNERS



SPONSORING PARTNERS



ALL FIGURES GIVEN IN THIS DOCUMENT EXCLUDE VAT.

CONTACT US TO BOOK SPONSORSHIP



IS BROUGHT TO YOU BY

