

**LONDON DESIGN FESTIVAL**  
**14-22 SEPTEMBER 2019**  
**ONLINE PACKAGE INFORMATION PACK**

**#LDF19**

**London Design Festival acts as the creator, curator and promoter of all Festival activity that takes place across the nine day, city wide event. Each year, we embrace a strong mix of Partners who hold events and exhibitions at a diverse range of venues including trade fairs, galleries, museums, shops, showrooms, studios, markets, restaurants, pop-up venues and warehouses.**

## WHAT IS A PARTNER EVENT?

Events can range from exhibitions, installations, product launches, talks, walking tours and open studios across a variety of design disciplines. LDF have participants from the spheres of architecture, digital, furniture, lighting, product, ceramics, transport, graphic, sound design and more.

## HOW DOES LDF SUPPORT YOUR EVENT?

London Design Festival's role is to increase the reach of your event across physical and digital audiences. The Festival promote Partners through our printed guide, website, regular e-newsletters, social media platforms and via a PR press portal.

LDF's holistic understanding and year-round engagement with the London design community enables us to offer advice to those looking to stage an event. If you are still looking to confirm certain elements of your activity or find a venue, LDF can support you by providing resources and tips and advise on potential partnerships with third parties.

By becoming a Partner you are making an investment to be part of the fabric of London Design Festival. Partner events make LDF the citywide experience it has become. We look forward to collaborating together to ensure your #LDF19 experience and association is a success.



**588,200** visitors from over **75** countries  
attended the Festival in 2018.



**TWITTER**

**150,848 FOLLOWERS**

#LDF18 REACHED 40 MILLION PEOPLE



**INSTAGRAM**

**271,325 FOLLOWERS**

#LDF18 REACHED 81 MILLION PEOPLE



**FACEBOOK**

**151,479 LIKES**



**NEWSLETTER**

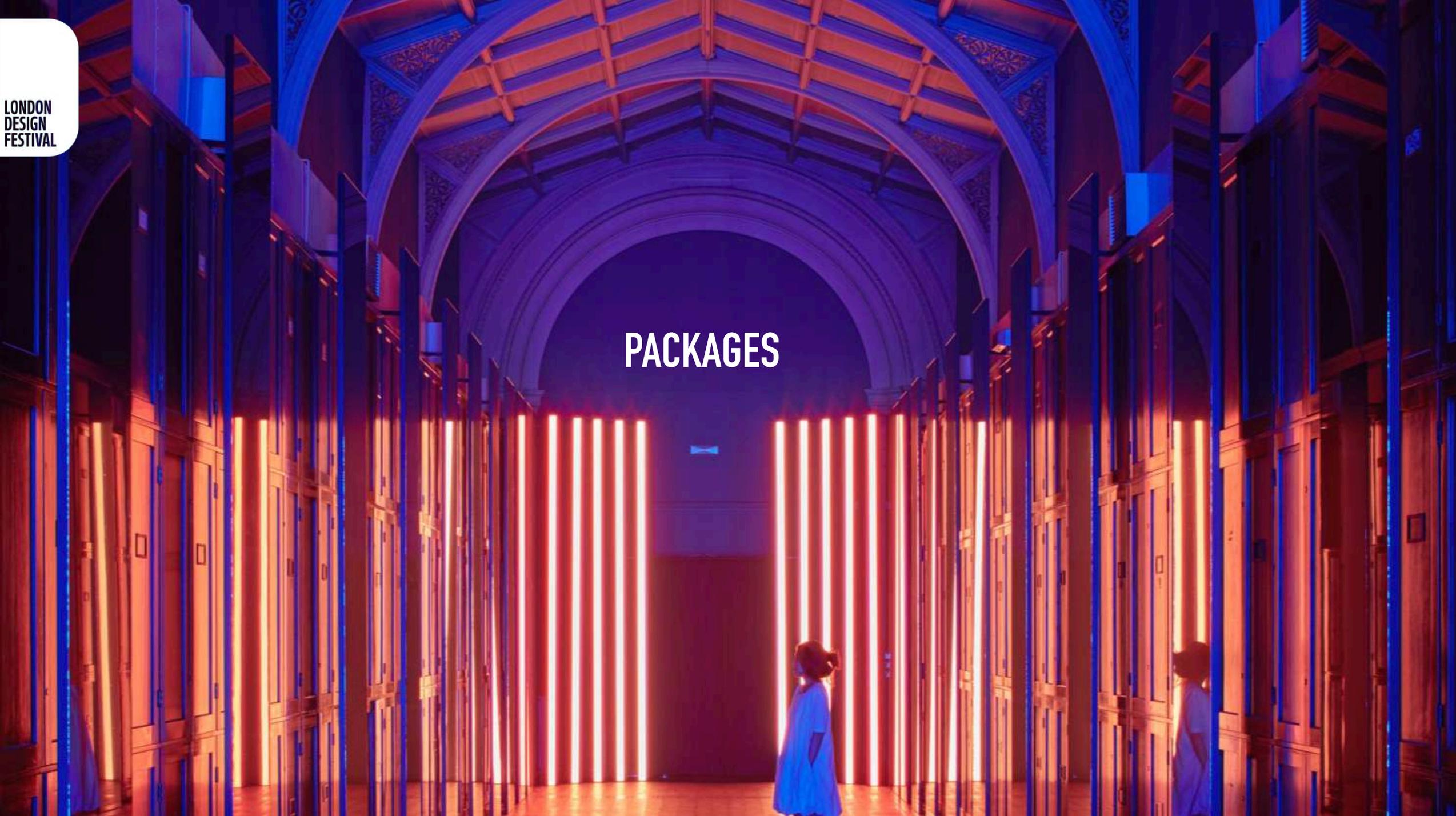
**58,490 SUBSCRIBERS**



**WEBSITE**

**1,544,325 PAGE VIEWS**

# PACKAGES



ONLINE PACKAGE

WEBSITE

Dedicated event page  
Event page on mobile site / mobile 'Event Finder'  
Event presence on search facility and Events page  
Free unlimited news articles

SOCIAL MEDIA POSTS (JULY-SEPT)

2x Instagram  
2x Twitter  
2x Facebook

RESOURCES AND SUPPORT

Access to resources including the LDF logos and  
digital banners

PR

Partner Communications toolkit  
Your press releases & images hosted on the LDF  
press hub which is shared with the media

DEADLINE – 10 SEPTEMBER 2019

ONLINE  
£770 +VAT

PREMIUM ONLINE PACKAGE

WEBSITE

Dedicated event page  
Event page on mobile site / mobile 'Event Finder'  
Event presence on search facility and Events page  
Free unlimited news articles

SOCIAL MEDIA POSTS (JULY-SEPT)

2x Instagram  
2x Twitter  
2x Facebook

NEWSLETTER (MAY-SEPT)

A newsletter feature including text, an image and link  
to your LDF event

RESOURCES AND SUPPORT

Access to resources including the LDF logos and  
digital banners

PR

Partner Communications toolkit  
Your press releases & images hosted on the LDF  
press hub which is shared with the media

DEADLINE – 10 SEPTEMBER 2019

PREMIUM ONLINE  
£1,000 +VAT

**ONLINE PACKAGE**  
**£770+VAT****PREMIUM ONLINE**  
**£1,000+VAT****WEBSITE**

A dedicated event page on our website which you are free to update as you please. Your page can be accessed via the search facility and the 'All Events' page. For maximum visibility it will also feature on the home page of the website on rotation.

**SOCIAL MEDIA POSTS (MAY-SEPT)**

LDF will promote your event to our digital community (upwards of 675,000 followers). This includes 2x Twitter, 2x Instagram, 2x Facebook. Last year's #LDF18 reached 81 million on Instagram and 65 million on Twitter.

**RESOURCES AND SUPPORT**

LDF provide access to free LDF Partner surgeries and briefings, as well as useful resources including logos and digital banners via your dedicated Partner dashboard. Throughout the year, a dedicated member of the LDF team is available to answer any questions.

**MOBILE SITE**

Your event page will feature on our mobile site and bespoke 'Event Finder' site which includes GPS event mapping and an 'Around Me' feature. It also integrates with the 'My Festival' planner used to build and share Festival itineraries.

**NEWSLETTER (PREMIUM ONLY)**

Your event will feature with up to 350 characters of text and 1x image and a link to your LDF event page. The targeted newsletter will be sent within the LDF campaign period (July-Sept) to over 58,000 subscribers.

**PR**

LDF will provide a communications toolkit to help maximise your own PR opportunities. LDF will also include your press releases and images on the LDF press hub which is shared with 3,000+ journalists. It includes a tagging system so press materials can be filtered by themes and categories for enhanced visibility.

**DEADLINE: 10 SEPT 2019**

## CONCESSION RATES AND ADDITIONAL PROMOTION

### CONCESSION RATES

Concession rates are available for students, graduates, schools, charitable fundraising projects and businesses and organisations under a year old. The concession rate is only applicable on the Online Package (£770 +VAT). For more information, please contact Johanna Bowen.

### MULTIPLE LISTINGS

If you would like to promote multiple events please contact Josie Saunders to discuss which Partner package will work best for you.

### ADVERTISING

Looking to grow the visibility of your event even further? London Design Festival offers a range of additional promotional activity including advertisements through the Festival Guide, website and newsletters, paid posts or social competitions.

If you would like to discuss competitions and social media, please contact Josie Saunders. For advertising enquiries please contact Partnership Manager, Hanna Barber.

London Design Festival includes four Design Destinations: 100% Design, designjunction, Focus/19 and London Design Fair. Partnering organisations who are exhibiting within a Design Destination will receive a 10% discount.

Please contact Johanna for the Design Destination discount information. Please note that these Partner Package will not include guides, guide boxes or signage as these will be provided to the Destination separately.

### JOHANNA BOWEN

#### PARTNER AND EVENTS CO-ORDINATOR

johanna@londonfestival.com

020 7421 8859

### HANNA BARBER

#### PARTNERSHIP MANAGER

hanna@londonfestival.com

020 3621 6450

# LONDON DESIGN FESTIVAL

## NOTABLE DATES AND DEADLINES

**10 SEPTEMBER: ONLINE ONLY DIGITAL PACKAGE DEADLINE**

**2-15 SEPTEMBER: DISTRIBUTION OF GUIDES, SIGNAGE AND WINDOW VINYL STICKERS.**

**AUGUST 23: DEADLINE FOR SIGNAGE DELIVERY DETAILS**

Online only Partners are not provided signage, guides, guide boxes or vinyl stickers. However, you can rent a free standing sign for £100+VAT. Please contact Johanna Bowen for more information.

**14-22 SEPTEMBER: LONDON DESIGN FESTIVAL**

**2-15 SEPTEMBER: DISTRIBUTION OF GUIDES, SIGNAGE AND WINDOW VINYL STICKERS.**

**14 OCTOBER: POST EVENT SURVEY DEADLINE**

We will ask you to fill in a short survey about your events. This will help you track your success and allow us to produce an audience report that provides an overview of the Festival activity. There will also be a prize of a free premium listing in 2018's Festival for your participation in the survey.

# NEXT STEPS AND TIMELINE

Partner registration for Online Partners is open until 10 September 2019. During this period the Festival will send you log in details to access the website and Partner Dashboard.

On the Partner dashboard Partners can:

- Submit material for your event web page.
- Pay for your event.
- Gain tips and advice about holding an event from LDF toolkits and resources.
- Connect with other Partners on the Partner Forum.

If you would like to receive log In details to website please visit [londondesignfestival.com/takepart](http://londondesignfestival.com/takepart) to register your interest.

To talk through your options in more detail, please contact:

**Johanna Bowen**

**Partner and Events Co-ordinator**

[johanna@londondesignfestival.com](mailto:johanna@londondesignfestival.com)

**020 7421 8859**

# APPENDIX



## APPENDIX: WHAT HAPPENS DURING THE FESTIVAL

### PARTNER ACTIVITY

'Partner activity' includes all events that are staged independently and promoted by the Festival. In 2018, this comprised of over 300 events across the city, including the five trade fairs (known as Design Destinations), which collectively showcase over 2,000 participating exhibitors. It also featured eleven Design Districts - Bankside, Brompton, Clerkenwell, Fitzrovia, Pimlico Road, Regent Street and St James's, Marylebone, Mayfair, Shoreditch, Victoria and West Kensington. We also introduced a number of smaller areas of activity called Design Routes: Brixton, Kings Cross, Mare Street and Paddington. For more information about our Districts, Destinations and Routes, please see [londondesignfestival.com](http://londondesignfestival.com).

### LANDMARK PROJECTS

Each year, London Design Festival conceives and delivers an extraordinary array of 'Landmark Projects'. These are ambitious installations designed by emerging, as well as world-leading designers and architects, such as John Pawson, David Adjaye, Ronan and Erwan Bouroullec, Amanda Levete, Marc Newson, and David Chipperfield. Installations are located in prominent London locations, including Trafalgar Square, the V&A Museum, Southbank Centre, St Paul's Cathedral or Somerset House. Their realisation comes with the support of key clients and organisations such as BMW, Swarovski, Philips, Kvadrat and Perrier-Jouët. For more information please see our Landmark Projects Archive: [londondesignfestival.com/landmark-projects-archive](http://londondesignfestival.com/landmark-projects-archive).

### HEADLINE EVENTS

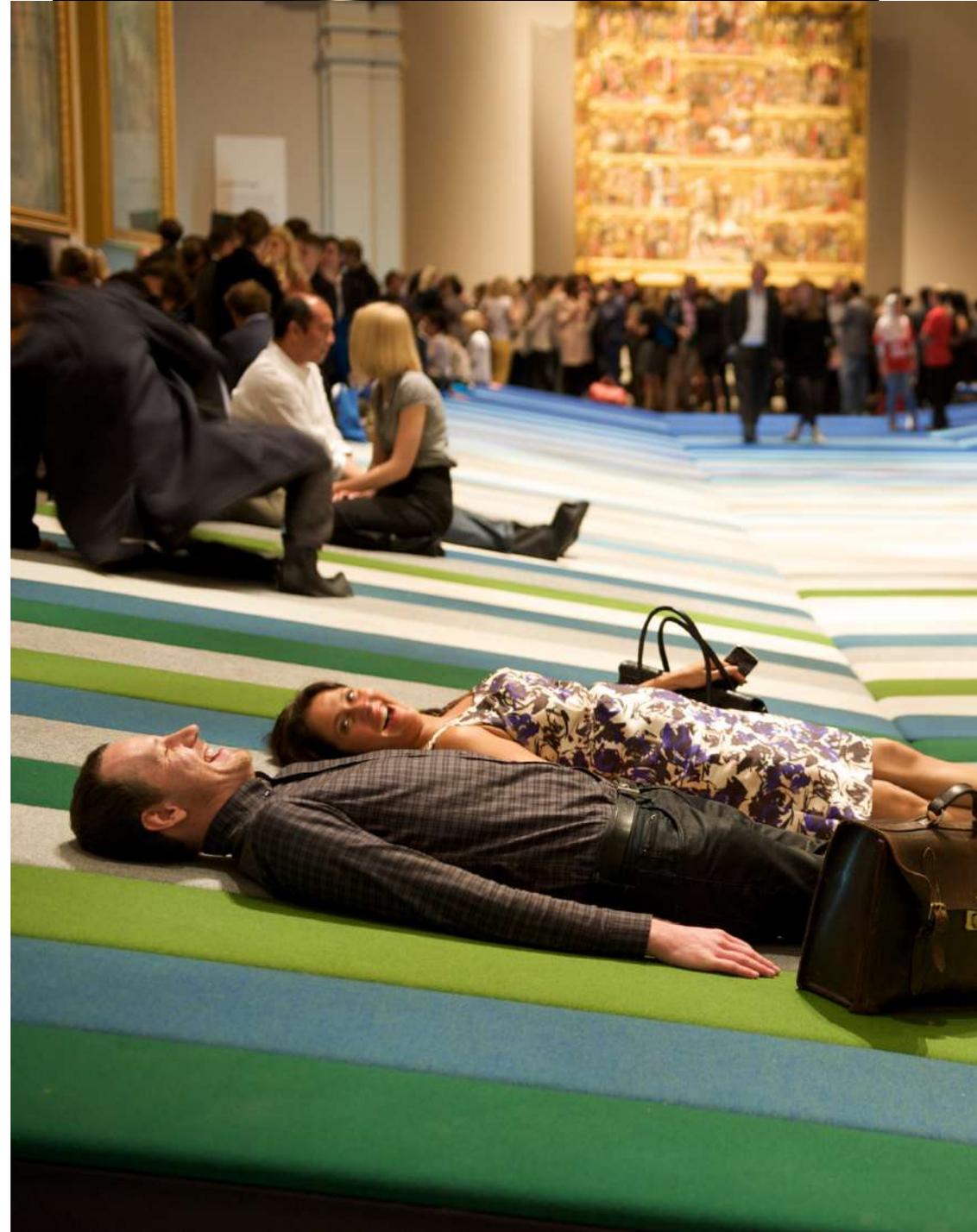
London Design Festival stages a number of 'Headline Events'. These include the Design Medal Awards, an exclusive evening to recognise and award leading design experts for their outstanding contribution to London and their industry; Global Design Forum, a sell-out thought leadership programme that sets the future agenda for design; and the Official London Design Festival Party, attended by over 1,500 highly influential guests at the V&A Museum.



*TOURNAMENT by Jaime Hayón  
Trafalgar Square, 2009*

## APPENDIX: OUR AUDIENCE

London Design Festival is a fixture of London's cultural calendar, attracting considerable international attention. It includes an audience of creative industry professionals, design conscious public, higher education students (particularly those in the creative industries), and international visitors from all six continents. Over one million people experience Landmark Projects across the city. In 2018 alone, the Festival had over 588,200 visitors from over 75 countries.



## APPENDIX: LDF WEBSITE

The London Design Festival website exists as a source of inspiration, discovery and education. It is used by audiences to not only explore the Festival September programme, but with news from LDF, partners and supporters, acts as a year round insight into London and the design world.

The website has a rapidly growing international audience and during #LDF18 the site saw over 370,000 sessions, 226,000 users and 1.5 million page views during the Festival period alone (May-September 2018). Every event is given a dedicated page on our website for Partners to update and edit as they please. Partners can upload a detailed description of their event, venue address and map location, images, video content, dates, opening times, links, press releases and a profile on your company.

All events and exhibitions can be found via our search facility which is arranged by date, area, discipline, Partner name, event name, District or event type.

Our mobile 'Event Finder' site is a useful way to help visitors find events across the city. This includes bespoke GPS event mapping which integrates with the 'My Festival' planner used to build and share Festival itineraries.

Partners can upload multiple free news articles all year round. These feature on the news page of the website. Partners can use this platform to promote additional content such as product launches, competitions and behind the scenes activity in the lead up to, during and post Festival.

Partners will receive website log in details from 15 April 2019 when Partner registration opens.



### 2018 Landmark Projects



Waugh Thistleton Architects: MultiPLY



Es Devlin: Please Feed the Lions



Kellenberger-White: Alphabet



Scholten & Baijings: Time For Tea



Michael Anastassiades: Mint Street

## APPENDIX: DIGITAL MARKETING

London Design Festival has an ever expanding digital community of over 675,000 followers and subscribers.

The number of users interacting with Festival posts has increased significantly year on year with the #LDF18 hashtag reaching over 81 million users on Instagram and 65 million on Twitter (up 30% and 62% respectively). There were over 20,000 individual posts using the hashtag on Instagram alone.

All Partners will have visibility across our social media platforms (May-September) including Instagram (264K+ followers), Twitter (150K+ followers) and Facebook (151K+ followers).

Each month we send out an e-newsletter to 58,000 subscribers with information about forthcoming design events from our Partners. Newsletters increase in frequency from May-September and feature a selection of Partner events and exhibitions happening during the Festival.

The Festival remains active on all digital channels throughout the year and Festival Partners are welcome to send through information about year round activity for LDF to promote.

**“Apologies to Milan and Tokyo. Regrets to Stockholm and Paris. Forgive me, Eindhoven, Berlin, Barcelona and, most particularly, New York. But London is the design capital of the world.”**

**New York Times**



## APPENDIX: LDF RESOURCE AND TIPS

Once you have received log in details for the LDF website (possible after Partner registration opens on 15 April), you will gain access to your own Partner Dashboard where you can ask questions, download resources and make connections with other Partners.

Throughout the year, a dedicated member of the LDF team is available to answer any questions. On 8 May the Festival we will host a Partner Briefing at the V&A. This is an opportunity to introduce new companies to LDF and answer any questions you may have.

LDF will also host two free Partner Surgeries in June focused on PR and digital communications. These are a great opportunity to network and gain tips from thought leaders and industry professionals.

### EXPOSURE PR

The Festival work with PR specialists, Exposure, to promote the Festival in the press. They work with the media to identify editorial opportunities across the entire Festival which includes Landmark Projects, Festival events, Design Districts, Design Destinations and our Partners programme.

Exposure will create a helpful communications toolkit to enable Partners to maximise their own PR opportunities. This will sit on the LDF website which can be accessed via the Partner dashboard.

Join us as an Enhanced Partner and you will benefit from additional strategic PR advice in advance of the Festival.



**“A kind of extended block party, mixing trade-fair events with installation style extravaganzas across the city”**

**WALL STREET JOURNAL**

**“The movers and shakers of the international design scene flock to our shores for brilliant, vibrant, ground breaking products, pop-ups, ideas and inspiration at London Design Festival.”**

**CITY AM**

**“Some of the world’s most creative minds are using London as their gallery to show off a range of innovative designs.”**

**EVENING STANDARD**

**“One of the highlights of the British capital’s creative calendar”**

**ICON**

**“You’ll find something inspiring at every turn during London Design Festival”**

**ELLE DÉCORATION UK**