

**More in  
Common**

***Party Conferences 2025***  
***Partnership Opportunity***

# Our 2025 Programme

Our events over the last three years have been among some of the best attended at conference - leading to packed out conference rooms, extensive media coverage and important debates being amplified during the party political conference season.

Our panels have been made up of senior MPs, ministers, journalists, leaders of major national institutions, political strategists, campaigners and many others.

More in Common is a non-partisan organisation and hosts a full programme of party conference events each year across the political spectrum.

This year our Party Conference season begins with the Labour Party Conference in Liverpool, from September 28th - 30th in Liverpool. After that we'll head to Manchester for the Conservative Party Conference from October 5th - 7th. Our programme will run from Sunday morning to Tuesday evening. We will also run a smaller programme with partners at the Liberal Democrat conference.



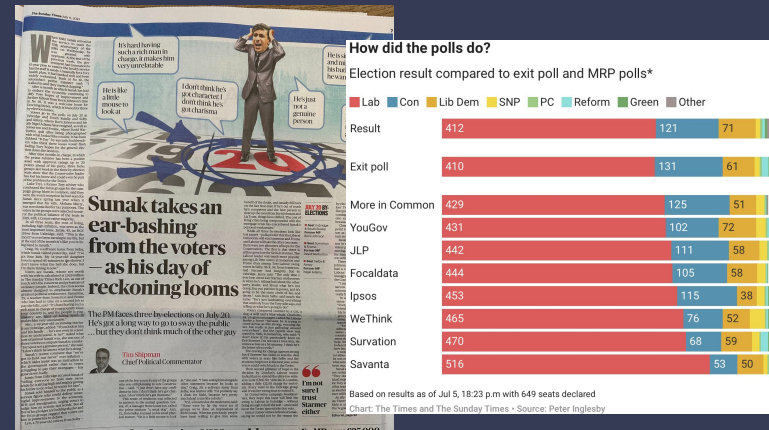
# Why More in Common?

Founded in 2016, More in Common is a think tank and public opinion research agency that aims to better understand public opinion and help leaders navigate division, with teams in the UK, US, Germany, France, Poland, Spain and Brazil.

As public opinion specialists, we use our unique segmentation lens and quantitative and qualitative research to understand what the public think on the big challenges facing British society today – and crucially why they think it. We particularly focus on reaching disengaged communities far from Westminster/London bubble and navigating tricky and divisive issues.

We regularly brief senior political leaders across all political parties, help major national institutions navigate major challenges, and help shape debates in the media on a whole range of issues.

Our insights are regularly featured across all broadcast and press outlets in the UK – including the BBC, ITV, Sky News, GB News, The Telegraph, The Guardian, The Times, The FT, The Sun, The Mail and The Mirror.



# Our Offer - Events & Insights



More in Common provides an end-to-end service on party conference events, including:

- The opportunity for sponsors' branding to be showcased on all event pre-publicity, write-ups and at the event.
- A platform for senior team members on panels or within discussions
- Publicity in the official conference guide and extra flyering
- Event planning including speakers, catering and venue hire
- Speaker briefings and preparation including panellist and chair notes

As a full service research agency, More in Common can also provide commissioned polling and focus group insights for your specific events. Polling and focus groups insights have been used as the basis of many of our events with partners in recent years. In conversation with our team, we can work out specific research design for public opinion insights research with your team.

More in Common facilitates events both inside and outside the secure zone at both party conferences.



# Event Formats



## Private Roundtables

An opportunity for an in-depth discussion on an area of political or policy interest, chaired by More in Common.

The sponsor will have the opportunity to open the discussion and present their thoughts. Other attendees, invited by More in Common and drawn from politics, civil society and business will then be given the opportunity to offer their thoughts.

The event will end with reflections from a guest speaker – typically a relevant Member of Parliament.

These may be breakfast, lunch or dinner events.

## Panel Events

An opportunity to facilitate a broader discussion or debate to a broad audience of Party Conference attendees, alongside an expert panel of policymakers, campaigners and journalists.

Sponsors would have the opportunity to provide a senior member of their team to speak on the panel and present their thoughts on the topic.

More in Common will, in conjunction with the sponsor, invite the panel speakers. The event will be advertised in the main party fringe guides and promoted on social media. More in Common will also work with the sponsor to secure media coverage for the event.

## Research Event & Partnership

As a full-service research agency, More in Common conducts polling and focus group research across the country on a whole range of topics and themes. Launching fresh polling and focus group research at Conference has helped our partners and clients to gain traction during busy conference periods.

Events discounts are available for those who are More in Common's existing clients or who commission More in Common research across the course of the next year.

\* Partnership opportunities for receptions and package deals for both conferences are available upon request. Contact us for more details.

# Our Clients & Partners



Over the past three years, More in Common has worked with a range of organisations and institutions as an insights and events partner:



# More in Common's 2024 Party Conference Season





**More in  
Common**

If you are interested in partnering with us for a party conference event, please contact:

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**Events and Operations Associate**  
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