



EVENTS & DIGITAL MARKETING 2026

The **INDUSTRIALISED CONSTRUCTION** platforms detailed in this pack provide a comprehensive portfolio of promotional opportunities.

industrialisedconstruction.co.uk

ABOUT INDUSTRIALISED CONSTRUCTION



THE **BUILT ENVIRONMENT** IS UNDERGOING A **TRANSFORMATION**

The convergence of technology, manufacturing and construction is fundamentally reshaping how buildings are conceived, delivered and operated. This shift is being driven by digitally enabled businesses and a new generation of talent applying advanced technologies to boost productivity, raise quality standards and accelerate progress toward a more sustainable, efficient and inclusive built environment.

The Industrialised Construction media portfolio exists to support the sector in navigating this evolution.

Industrialised Construction explores both the physical and digital dimensions of construction, covering innovations in platform-based design, kits of parts, design for manufacture and assembly (DfMA) and offsite production, as well as emerging digital capabilities including robotics, augmented and virtual reality, automation, data-driven tools, connectivity and the Internet of Things.

Collectively, these developments are redefining how we design, construct and manage the built environment.

DIGITAL REACH

The Industrialised Construction media platforms deliver high-quality, sector-specific content directly to a growing audience of decision-makers shaping the future of the built environment.

Digital Circulation

Reach a qualified and engaged readership through our multi-channel digital distribution:

- **Email Subscribers:** Our e-shot is sent to a relevant email audience of 23,000 people.
- **Engagement Metrics:** High open and click-through rates reflect a readership invested in the topics we cover with around a 75% click rate.
- **Website Performance:** IC attracts over 30,000 website views a month.

Social Media Reach

Extend your message across a highly engaged professional network:

- Active presence on LinkedIn, with more than 1,500 page followers and over 1,000 newsletter subscribers.
- Since launch in March 2025, the Industrialised Construction platform has seen a consistent growth in followers, impressions and content shares.

Event Tie-ins

Benefit from cross-promotion via the Industrialised Construction's strategic partnerships with affiliated events such as the Industrialised Construction Conference, webinars, roundtables and podcasts.

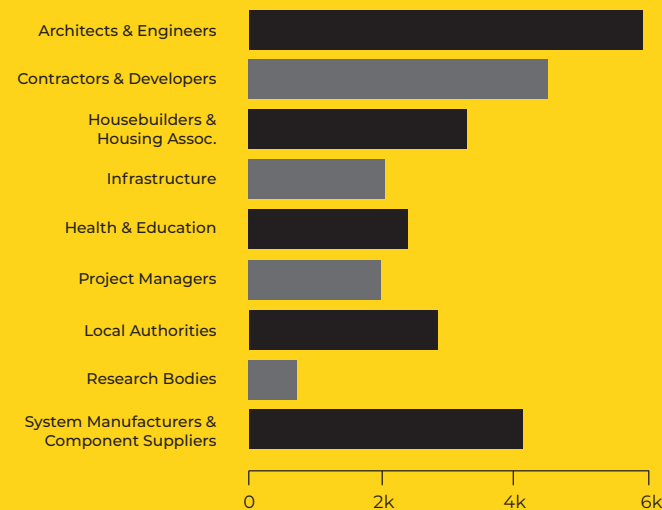
Sponsors gain visibility through pre- and post-event content, speaker interviews, and curated digital campaigns.

AUDIENCE & DISTRIBUTION

Target Audience:

-  Construction contractors & developers
-  Architects, consultants & engineers
-  Digital technology & software platform providers
-  Offsite manufacturers & modular system providers
-  Product/system certifiers
-  Industry bodies & regulatory agencies
-  Academia, researchers, students
-  Investors and innovation funders

Sector Breakdown:



WHAT'S DRIVING THE **FUTURE** OF **CONSTRUCTION**?

The **Industrialised Construction** exists to inform, connect, and drive forward a new era of construction, one defined by productisation, digitisation and integrated delivery models. With a focus on offsite manufacturing, DfMA (Design for Manufacture and Assembly), and digital transformation, IC charts the evolution of the built environment as it moves away from traditional, bespoke project delivery towards scalable, repeatable and sustainable solutions.

Created for construction contractors & developers, architects, consultants & engineers, digital technology & platform providers, offsite manufacturers & modular system providers, product/system certifiers, industry bodies & regulatory agencies, academia, researchers, students and investors and innovation funders, the IC brings critical insight to those shaping the future of construction. These are the professionals leading the shift towards a more efficient, data-informed and collaborative model of building design and delivery.

Through expert interviews, project features, research insights and sector commentary, the IC showcases what works, and what's next.

As construction embraces automation, digital twins, full-life-cycle BIM and AI-driven optimisation, the IC serves as the essential resource for those committed to delivering better buildings, faster, and with greater long-term value.



PODCAST



ENGAGING WITH THE **PIONEERS SHAPING THE FUTURE** OF INDUSTRIALISED CONSTRUCTION.

The Industrialise Podcast series brings in-depth conversations with pioneering voices in industrialised construction. Each episode explores the latest projects, innovations and most importantly, the people driving progress across the construction, manufacturing and built environment sectors.

Industrialise Podcasts offer a targeted platform for sustained brand presence among a specialist audience, for those looking to showcase expertise, highlight innovation, or align with forward-thinking industry discourse.

This is the ideal format for thought leadership, product positioning, and building authority within your niche.

COST - £1,950 + VAT

PODCASTS AVAILABLE

SEASON 1

- **Ep 1:** Keith Waller, **HVM Catapult**
- **Ep 2:** Jaimie Johnston MBE, **Bryden Wood**
- **Ep 3:** Dale Sinclair, **WSP**
- **Ep 4:** Jamie Hillier, **Akerlof**
- **Ep 5:** Richard Crosby, **Seismic**
- **Ep 6:** Mike Pitts, **Innovate UK**

SEASON 2

- **Ep 1:** Ron Lang, **AtkinsRéalis**
- **Ep 2:** Emily King, **New Hospital Programme**
- **Ep 3:** Trudi Sully, **Mott MacDonald**
- **Ep 4:** Matt Randall, **Mace**
- **Ep 5:** Peter Allen, **Prosilience**
- **Ep 6:** Anne Daw, **HLM Architects**

FREE TO LISTEN

VISIT:

industrialisedconstruction.co.uk/industrialise-podcast/

WEBINARS

HOST AN EXCLUSIVE WEBINAR

Ideal for showcasing thought leadership, launching products, delivering CPD content and aligning with key industry conversations.

Share your expertise, showcase your innovations and engage directly with a qualified audience through our interactive webinar programme. Our events team will support you at every stage, from securing your one-hour time slot to providing a complete promotional toolkit and technical support.

We will promote your session to our master database of built environment professionals and you will be given the tools to reach your own network with a tailored marketing pack. To ensure your delivery is seamless, you will receive a comprehensive user guide and practical hints and tips in advance, followed by a pre-event technical briefing with our team the week of your webinar.

Webinars are hosted via RingCentral, a professional-grade platform allowing you to share your screen, appear on video and interact with attendees in real-time through polls, live chat and Q&A functionality. Following your session, you will receive a full attendee list and participant feedback to support follow-up activity.

COST - £1,950 + VAT



ROUNDTABLES

Our roundtable events host thought-leaders and influencers from the industrialised construction sector, including government departments, private sector clients, leading architects, engineers and contractors.

Roundtables are a great way to engage directly with key influencers to hold a dynamic debate and generate original PR content for post-event use.

The roundtable events are attended by the Editor of the Industrialised Construction Journal, who will capture and present the debate in a special feature that will appear in a subsequent issue of the Journal.

THE PACKAGE INCLUDES:

- **Event preparation and event planning**
- **Event facilitation**
- **Recruitment and management of experts and delegates**
- **Issuing joining instructions**
- **Photography**
- **Write-up and feature in the Industrialised Construction Journal**

FIXED COST - £4,950* +VAT

* Venue Hire, Refreshments and any other disbursements will be chargeable at cost. Please note these events are by invitation only.



FACTORY TOURS



DYNAMIC BUSINESS DEVELOPMENT MECHANISM

Opening up your manufacturing facility is an excellent way to promote your systems and engage with new clients.

Why host a factory tour?

Typically aimed at architects, contractors, developers, engineers and clients, visitors will gain an insight into your manufacturing processes, view your product range and gain a better understanding of design for manufacture and assembly (DfMA) principles.

As well as invaluable networking opportunities on the day, you will benefit from pre- and post-event marketing, including PR, social media support, eshot inclusion and a full write-up in Industrialised Construction Journal.

Event support package

- Identify target companies – based on your brief as the hosting company – and contact them via dedicated eshots and phone calls to generate interest in the event.
- Record details for interested parties who are unable to attend on the allocated date but may be interested in visiting outside of Tour times.
- Register confirmed delegates and issue required information regarding logistics, PPE, timings, location.
- Contact confirmed delegates 72-48hours before the Tour to minimise 'no-shows' on the day. In the event a delegate is unable to attend, we will establish whether they intend to send a replacement or arrange a separate visit.
- Establish any dietary/access requirements.
- Provide a full delegate list for the event with contact information.
- Issue a feedback questionnaire, CPD certificates and a provide a feedback report.

COST - £3,450 + VAT

SITE STUDY TOURS

REAL ENGAGEMENT AT THE COALFACE

Opening up your live project site is an excellent way to promote your systems and engage with new clients.

We have put together a support mechanism to help all Site Study Tour host companies to generate targeted footfall and acceptable numbers for each event.

THE PACKAGE INCLUDES:

- Development of invitations with bespoke narrative justifying why to visit this project
- Recruitment and Management of Participants
- Issuing Delegate Joining Instructions
- Issuing Delegate Feedback Questionnaire
- Sending Feedback Report to Host
- Assistance with sourcing logistics requirements – i.e. event space for CPD presentation, transport to from site, catering.

**COST -
£3,450 + VAT**



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