



STAND OUT WITH FT LIVE

A series of in-person and hybrid events, digital panels, and roundtables, covering key trends and opportunities shaping your industry

The FT LIVE logo is projected onto a stone wall backdrop on a stage. The backdrop is illuminated with purple light. In the foreground, four people are seated in a circle on a stage, engaged in a discussion. The audience is visible in the lower half of the frame, seated in rows of chairs. The overall scene is a professional event setting with a focus on technology and industry trends.

The IBM logo is projected onto a stone wall backdrop on a stage. The backdrop is illuminated with purple light. In the foreground, four people are seated in a circle on a stage, engaged in a discussion. The audience is visible in the lower half of the frame. The overall scene is a professional event setting with a focus on technology and industry trends.



Our Capabilities

From bespoke briefings to annual summits, FT Live events deliver crucial business intelligence and opportunities to make valuable connections regionally and globally

The FT Live advantage

Who You'll Reach

20m+
audience

Engage senior business decision-makers across the FT network and at flagship events worldwide

Why It Works

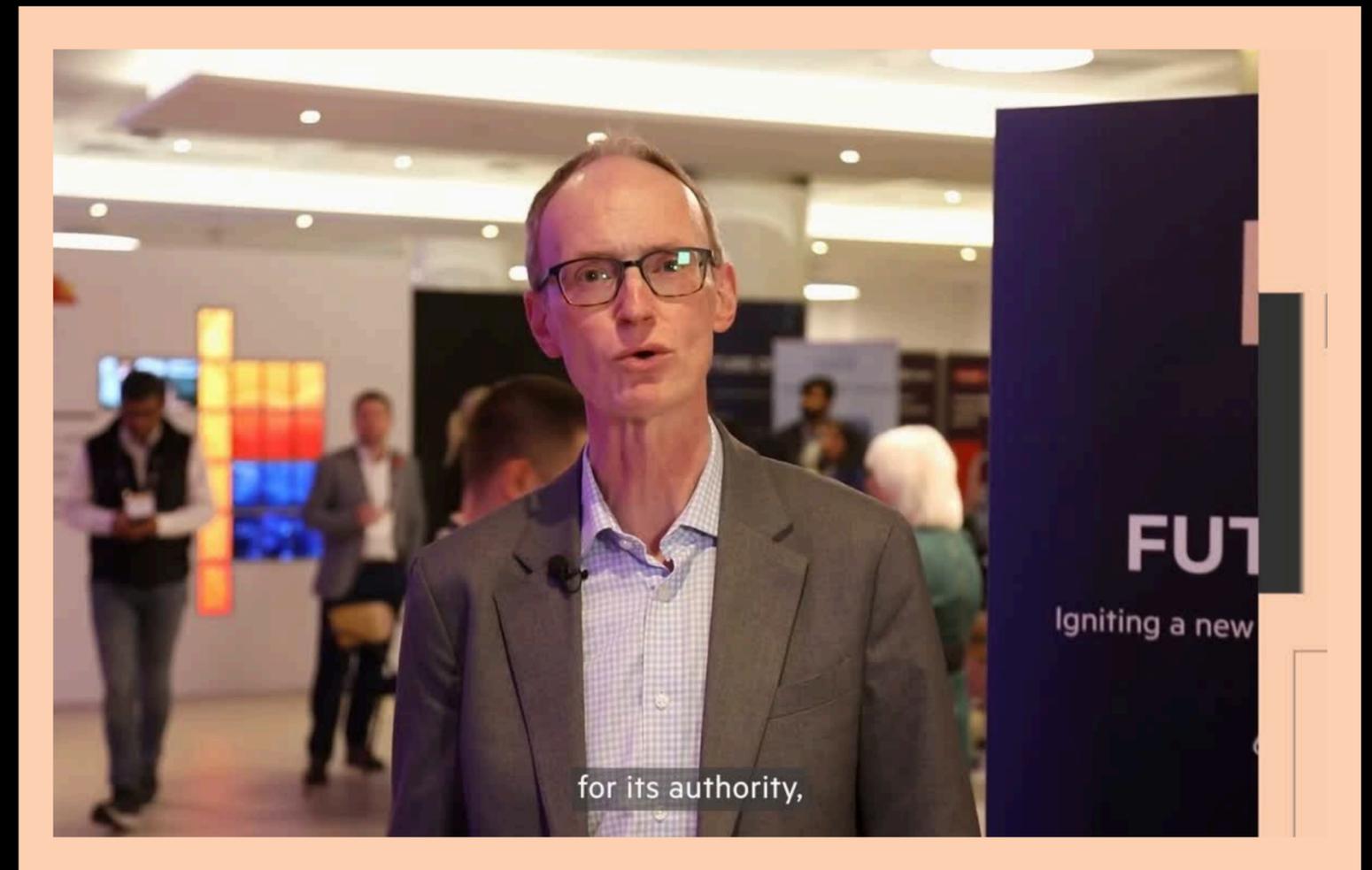
Unrivalled brand alignment

Align your brand with the Financial Times' global authority on business, finance and policy

What You Gain

Proven commercial impact

Connect senior attendees, generate qualified leads, book on-site meetings and drive measurable outcomes



for its authority,

Flagship Summits

Full day of in-depth content

200-7000+

attendees

Immersive gatherings where global leaders tackle the most pressing challenges in business and society – setting the agenda through high-level debate and unparalleled networking

Executive Dinners & Drink Receptions

Exclusive networking opportunity

15-100+

attendees

Exclusive, invitation-only evenings that bring together senior decision-makers for expert-led conversations – designed to **spark connections and build lasting relationships**

Roundtables

Thought leadership content-led discussion

10-20+

attendees

Small, content-led discussions that position your brand as a thought leader while **enabling meaningful peer-to-peer dialogue** on today's most important business challenges

Digital Dialogues

Content-led webinar discussion for a global digital audience

1500+

attendees

Content-driven webinars reaching a global audience. Extend your influence beyond the room, offering an opportunity to **generate thought-leadership visibility worldwide**

Awards

Award evenings recognising innovation and achievement across sectors

300-500+

attendees

Prestigious, content-led celebrations recognising excellence and innovation, hosted by FT editors and offering brands exclusive visibility among global business leaders

FT Live Forums

Exclusive and expert-led networking opportunities

50-100+

attendees

Designed to foster collaboration and insight across key business functions, each Forum combines FT editorial authority with partner expertise to create meaningful connections

Melissa Higgins, Advisor, Stellar Development Foundation (Briefing at WEF, Davos)

“Your alignment with what we wanted the event to be alongside your organisation and can-do spirit is an absolute highlight for us this year. Thank you for being such fantastic partners.”



Overview

FT Live hosts dynamic **in-person and digital discussions across key industries** – bringing together senior leaders to explore trends and shape what’s next.

Showcase your brand and expertise across key sectors — including Banking & Finance, Energy & Climate, Healthcare, Technology, and more. Choose from FT Live’s owned event series or host an FT Session at one of the year’s main global gatherings – from Davos to Cannes and beyond.



Everything from the venue, the room setup, attendance, the speakers/discussions, the moderator, they were all great. Thank you for the tremendous effort from the entire FT Live team”
Carl Sailer, Global Go-To-Market Lead, Syneos Health



FT's Global Reach



20,799,951

Monthly Global Reach (number assured by PwC)

75%
Work for an international company

32%
C-Suite executives

60%
Business decision makers

3.6m
Digital impressions

100K
Total Email recipients

2.3m
Total print circulation

FT Live – Tech, Media & Telco Series

Inspire the FT’s global TMT audience

Position your leadership and brand at the forefront of innovation – join the conversations shaping the future of technology:

Future of AI Summit



900+
attendees

30+
countries

87%
Head-of-level & above

FT Live Sessions @ Mobile World Congress



290+
attendees

37
countries represented

67%
C-Suite level

Digital Assets Summit



400+
attendees

300+
companies represented

60+
countries

FT Business of Entertainment



230+
attendees

9,4m
social impressions

178
meetings

FT Live - Banking & Finance Series

Connect with the FT's global financial community

Join the conversations shaping the future of global markets:

Global Banking Summit

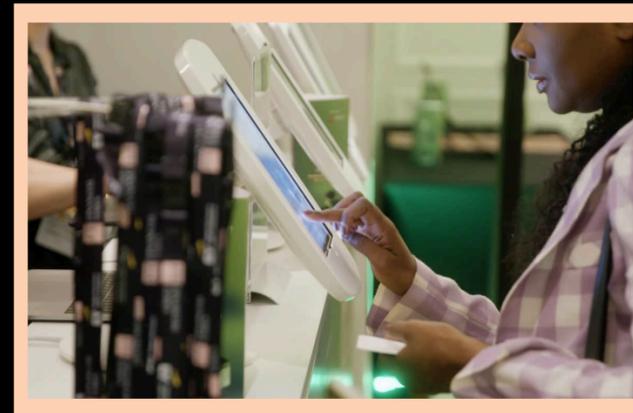
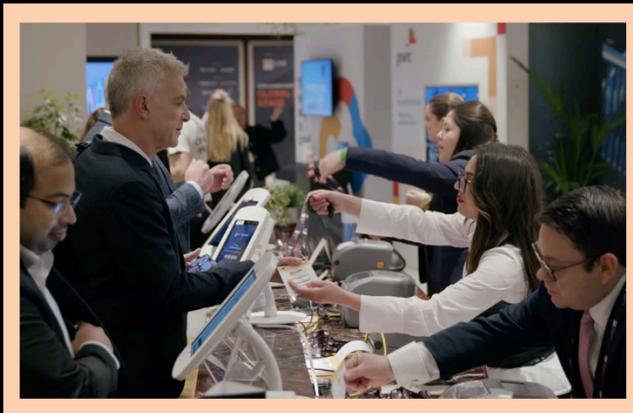
Global ABS

ABS East & ABS Asia

Future of Asset Management

Europe, Asia, North America & Middle East Editions

Global Insurance Summit



1,050+
attendees

50+
countries
represented

43%
Director
level
& above

5,200+
on-site attendees

101,000
on-site meetings

55+
countries

530+
attendees

220+
companies
represented

40
countries

350+
attendees

230
companies
represented

75%
Director
level &
above

FT Live – Luxury & Retail Series

Engage with the leaders redefining the future of luxury and retail

Engage global luxury and retail leaders in conversations shaping the future of brands, consumers, and commerce

Business of Luxury Europe & Asia Editions

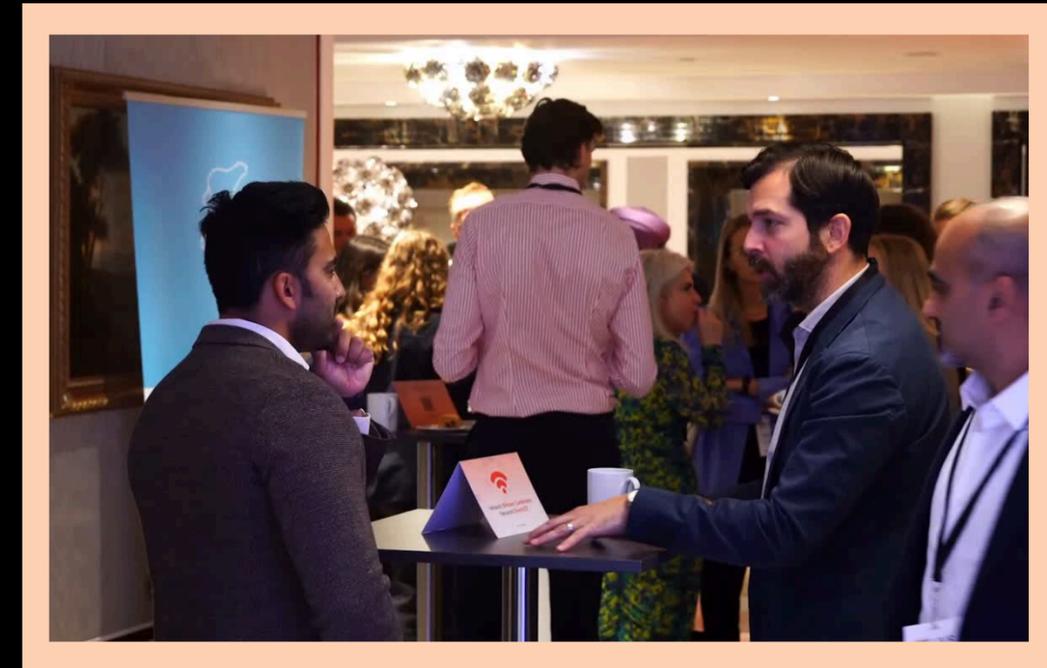


550+
attendees

23+
countries

65%
Director level & above

Future of Retail



270+
attendees

56%
Director level & above

13,5m
Social media impressions

FT Live – Environment & Sustainability Series

Showcase your sustainability leadership

Position your brand at the center of key conversations driving the global climate agenda

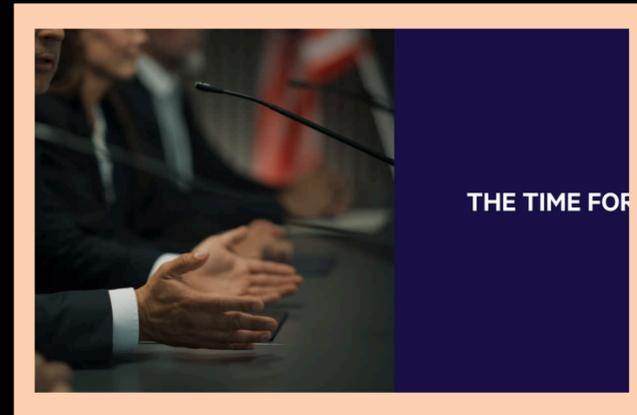
Energy Transition Summit

FT Live Sessions @ COP

Climate & Impact

FT Live Sessions @ Climate Week

London & New York Editions



350+
attendees

50
countries
represented

45%
C-Suite or
Director level

856
attendees

93
countries
represented

45%
C-Suite or
Director level

370
attendees

55%
VP & Director

250+
companies
represented

500+
attendees

2,100+
digital attendees

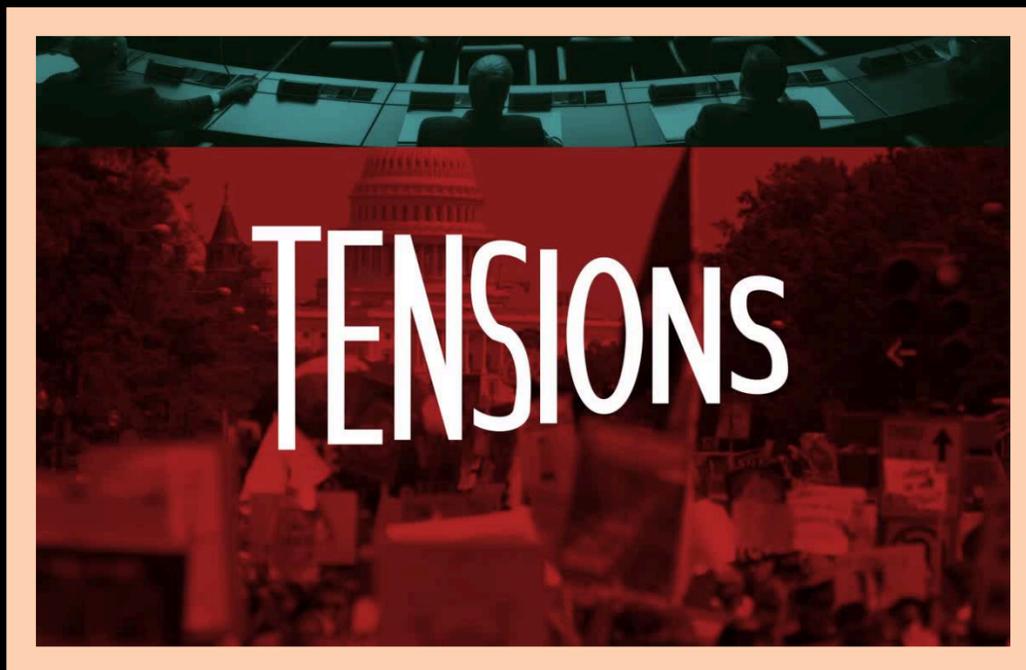
57%
Director
level &
above

FT Live – Energy & Commodities Series

Showcase your industry leadership

Engage global leaders in conversations shaping the future of energy and commodities

Global Commodities Summit



530+

attendees

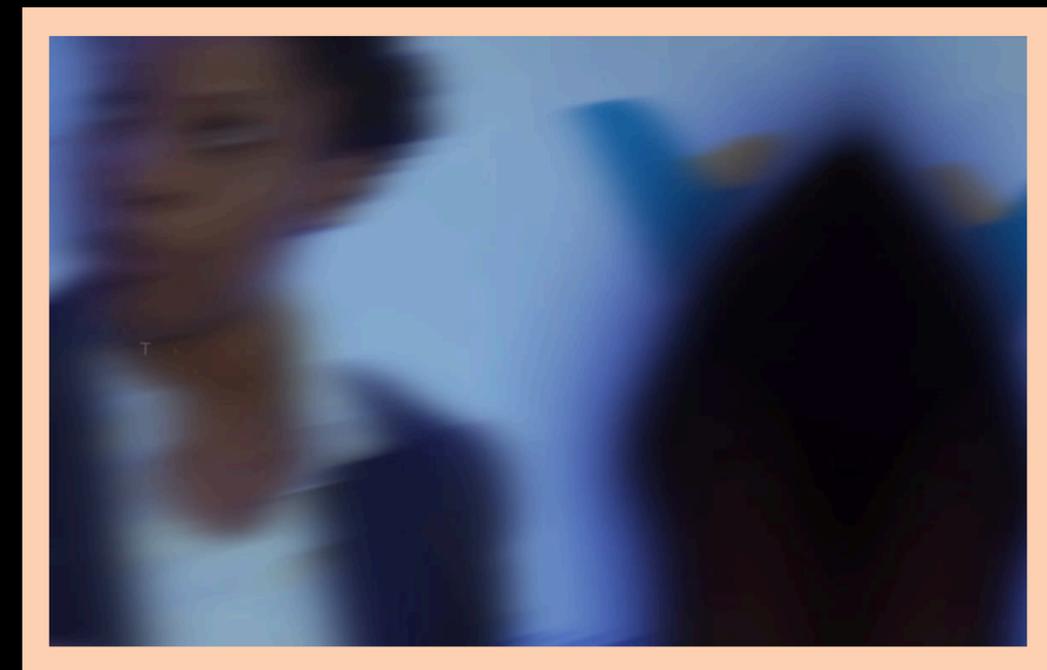
67%

Director level
& above

347

companies
represented

Metals & Mining Summit



500+

attendees

45+

countries

314

companies
represented

FT Live – Thought Leadership Series

Connect with the world’s most influential leaders
Be part of the conversations that define the global agenda

FT Live Sessions @ Davos



From the heart of the FT newsroom,

553

in-person registrations

9,147

digital registrations

76%

C-Suite & Director level

Global Boardroom

IN DISRUPTIVE TIMES

844k+

unique views

59%

Business Decision Makers

1,4m

unique impressions from online news and social media

FT Live – Festivals Series

Inspire the FT’s global audience

Engage with FT readers through curated experiences, thought-provoking content, and premium brand visibility

FT Weekend Festival

London & NYC Editions



3,300+

attendees

113k+

total streaming
views

56

countries

4m

social media
impressions

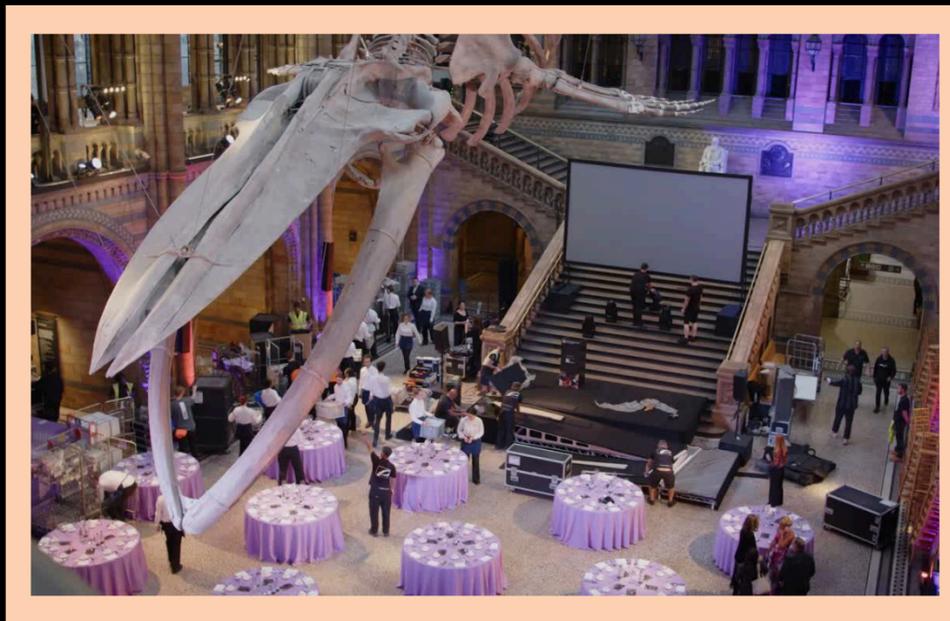
FT Live – Awards

Connect with senior leaders and influencers

Enjoy branding, exclusive attendee engagement, and bespoke activation moments including the grand prize and reception

Innovative Lawyers Awards

Europe, North America and Asia-Pacific



500
attendees

100+
companies
represented

3,6k+
social media
impressions

Bank of the Year Awards



250+
attendees

127
countries
rewarded

22%
C-Suite /
President level

Help your brand stand out

Maximise your exposure across FT channels



Speak with global audience

Secure panel slots to share thought leadership alongside global executives



Be Seen and Remembered

Exhibit your products and services in branded spaces



Make it your own

Co-create a dedicated Partner Event with FT Live, fully aligned to your brand narrative, objectives, and audience

Youtube



38k+

Instagram



95k+

TikTok



10k+

LinkedIn



6k+

X (formerly twitter)



60k+

Multi-channel Visibility

Feature your brand in FT print, newsletters, social media, and email campaigns – reaching senior decision-makers worldwide

Make the headlines

Benefit from powerful PR visibility through extensive global media coverage

The Telegraph News Sport Business Money Opinion Ukraine Travel Health Lifestyle Best schools Culture Puzzles

Economy Companies Markets Tech

UK's biggest supermarket could urge shoppers to replace unhealthy purchases

Tesco risks privacy backlash with proposal to use Clubcard data to influence customers

Hannah Boland

Related Topics
Supermarkets, Retail and Consumer industry, Tesco plc, Obesity

17 September 2024 2:09pm BST

1173

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Ken Murphy, Tesco chief executive, says the technology could 'really improve people's daily lives' Credit: Ben Stevens/Parsons Media/Reuter

Tesco could use Clubcard data to warn shoppers when they are buying too many unhealthy items, its chief executive has said.

The Guardian News in the world

Opinion Sport Culture Lifestyle

Premier League clubs given new offer to share £900m across football pyramid

Clubs to consider proposal before meeting in March



Trains from London to Glasgow from only £44

Minjng Journal

What we learned at the FT Commodities Global Summit

Trump, Trump, and more Trump, plus AI, on the agenda in Lausanne this year



Bloomberg UK

Private Credit Boom: Why It's Booming | Private Credit Risk List | Structuring Your Risk | Private Credit ETF | Funding the AI Boom

Brookfield's Insurer Trims Private Credit, Citing Crowded Trade

By Alexander Radford
June 10, 2023 at 9:36 PM GMT+1

Brookfield Corp.'s insurance unit has pulled back from investments in private credit as surging demand from rival bidders pushes yields down.

Brookfield Health Solutions started to reduce its allocation to private credit six months ago, and is almost no longer investing in the asset class now, Chief Executive Officer Ianis Shalh said at the Global Insurance Summit hosted by the Financial Times Wednesday in London. Demand has compressed yields, even as the underlying credit risk is the same and the covenants that protect creditors have become weaker.

"If everyone including all the newspapers talks about an asset class, it's likely overvalued," Shalh said. "The history of investing is littered with people who plop into things because it's the flavor of the day."

Shalh's comments stand in sharp contrast with the views of his peers, who increasingly are looking for new opportunities in the space — even if getting more yield means investing in more complex, niche products.

US insurers have been rapping the fast-growing market for private credit because the higher-yielding, long-dated investments match the conservative portfolio they offer to clients. The asset class appeals

FINANCIAL TIMES

WORLD UK COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

Commodities + Add to myFT

Commodity traders complain about cost of Trump 'tweet-driven' uncertainty

Trafigura 'semi-seriously' looks at changing traders' hours to match president's social media output

ENERGY MINERALS

Mining at a defining crossroads: FT Metals & Mining Summit

China stockpiling copper

Stephen Lumore Scott



Panel: Supply & Demand - What is the outlook for the mining industry?

Maximo Pacheco, CODELCO chairman, Stephen Potter, Vale, Anand Shrivastava, MCKINLEY and Natalie Scott-Gray, StoneX | Credit: Financial Times

This could be your brand

FT Future of the Car

Future of the Car Summit gathers the world's most influential leaders in the automotive industry, OEMs, alongside key policymakers, manufacturers, business strategists and investors.

Two days of rigorous debate, visionary dialogue, and unparalleled networking opportunities to shape the future of the global market.

78%
decision makers

600+
attendees

400
companies represented

12th
annual edition

46%
OEMs



2025 Future of the Car delegate

“The quality of the attendees and speakers at this event are unparalleled to any event globally. This is truly the meeting place for the top automotive executives.”

This could be your brand

FT Session @ COP29

Attracting and Retaining Global Talent

The Financial Times, in partnership with Nokia and MSCI, hosted discussions that evaluated and reflected on negotiations, announcements and agreements that took place during COP29.

856

attendees

93

countries represented

28k

total social impressions

45%

C-Suite and Director level attendees



Ferzina Vistasp Banaji, Communications Lead, World Bank Group

“FT Sessions @COP helped bring new audiences to the pavilion that we wouldn’t have otherwise been able to reach.”

This could be your brand Roundtable at Bracken House

The technologies and trends reshaping the travel sector
Organised by the Financial Times in partnership with
Wex and Visa this in-person roundtable gathered C-suite
and finance leaders to discuss the trends and
technologies impacting the travel industry.



60%

C-Suite level
attendees

10

attendees

90%

conversion

100%

wish list

60%

email opt-in

Christopher Coupland, Operations and Programme Manager, InTent

“FT Live exceeded our expectations with flawless execution and seamless logistics. Highly recommended for future events.”

You gain more than just an event

Across all event types, your brand will be showcased through the multi-channel marketing campaign and PR exposure:

The FT and Millicom (Tigo) are delighted to announce that the next #SpotlightLatinAmerica dinner briefing will be taking place in El Salvador on December 4.

Supported by CAF -banco de desarrollo de América Latina y el Caribe-, join the discussion on how Latin America can harness its economic potential and transition to a new paradigm of long-term, sustainable, and inclusive growth.

Find out more: <https://bit.ly/4fQs5UK>

FT LIVE In partnership with **MILICOM tigo**

SPOTLIGHT ON LATIN AMERICA
Paving the way for long term, inclusive economic growth

4 December | 19:00 - 22:00 CST
Dinner Briefing
Sheraton Presidente San Salvador Hotel, El Salvador

Organic Social Media

Feature your brand across FT Live LinkedIn, X and Instagram, reaching a global C-Suite audience

WEBINAR | 21 MARCH

THE FUTURE OF DEALMAKING IN ENTERTAINMENT

REGISTER FOR FREE

Speakers: Sherrese Clarke Soares (Founder and CEO), Andre James (Senior Partner), Christopher Grimes (Los Angeles Bureau Chief)

Partners: HARBOUR VIEW, BAIN, FT FINANCIAL TIMES

Newsletter Exposure & Targeted Email Campaign

Gain visibility in FT newsletters, reach 100,000+ subscribers, featuring a senior-level readership

Indexing offers 'linked benefits' for investors

Charley Ellis Markets Insight

The day in the markets

WINNER ANNOUNCEMENT Monday 9 December, 9:30 GMT

BUSINESS BOOK OF THE YEAR 2024

20th Edition

Print Ads & FT.com Exposure

Promote your brand in the FT newspaper to reach a global audience

In partnership with **FT LIVE** HIGH-LEVEL PANEL ON CLOSING THE CRISIS PROTECTION GAP

CLOSING THE CRISIS PROTECTION GAP TO FUTURE PROOF OUR WORLD

Rethinking how the world prepares for, responds to, and finances climate related crises

30 January 2025
08:00 - 10:30 GMT
London & Online

Register now

Paid Social Campaigns

Target decision-makers with paid ads on LinkedIn, Meta, and X to boost visibility

Top speakers and leading FT journalists



Roland Busch

President and CEO,
Siemens



Warren East

CEO,
Rolls-Royce



Arvind Krishna

Chairman and CEO,
IBM



Christiana Riley

CEO,
Deutsche Bank USA



Hester M. Peirce

Commissioner, *US*
Securities
and Exchange Commission



Alex Baldock

Group CEO,
Currys



Rhoula Khalaf,

Editor,
Financial Times



Martin Wolf,

Chief Economics Commentator,
Financial Times



Emiliya Mychasuk,

Climate Editor,
Financial Times



Pilita Clark

Columnist
Financial Times



Simon Mundy

Moral Money Editor
Financial Times



Marcene Mitchell,

Senior Vice President, Climate
Change,
WWF

How to benefit from FT Live



Executive Connections

Rich engagement with industry decision-makers through interactive discussions and networking



Brand Amplification

Position your brand alongside the FT's and other leaders in your sector



Thought Leadership

Share your views with leading industry executives



Product Placement

Showcase your latest, innovative solutions to help the industry overcome its toughest challenges



Global Media Access

Benefit from a marketing campaign that reaches the FT's global audience



Data & Analytics

Post-event data capture and analytics

Trusted by industry leaders

NOKIA



VISA



IBM

TRILEGAL



Deloitte



BCG

servicenow



FUJITSU



CLIFFORD
CHANCE

FT LIVE

Our Capabilities

Event opportunities



Flagship Summits

Comprised of a combination of panels and interviews, these extended formats means that a complex topic with multiple different perspectives can be covered, whilst bringing together your target audience.

 **16 hours of content**
For half day or full day events respectively

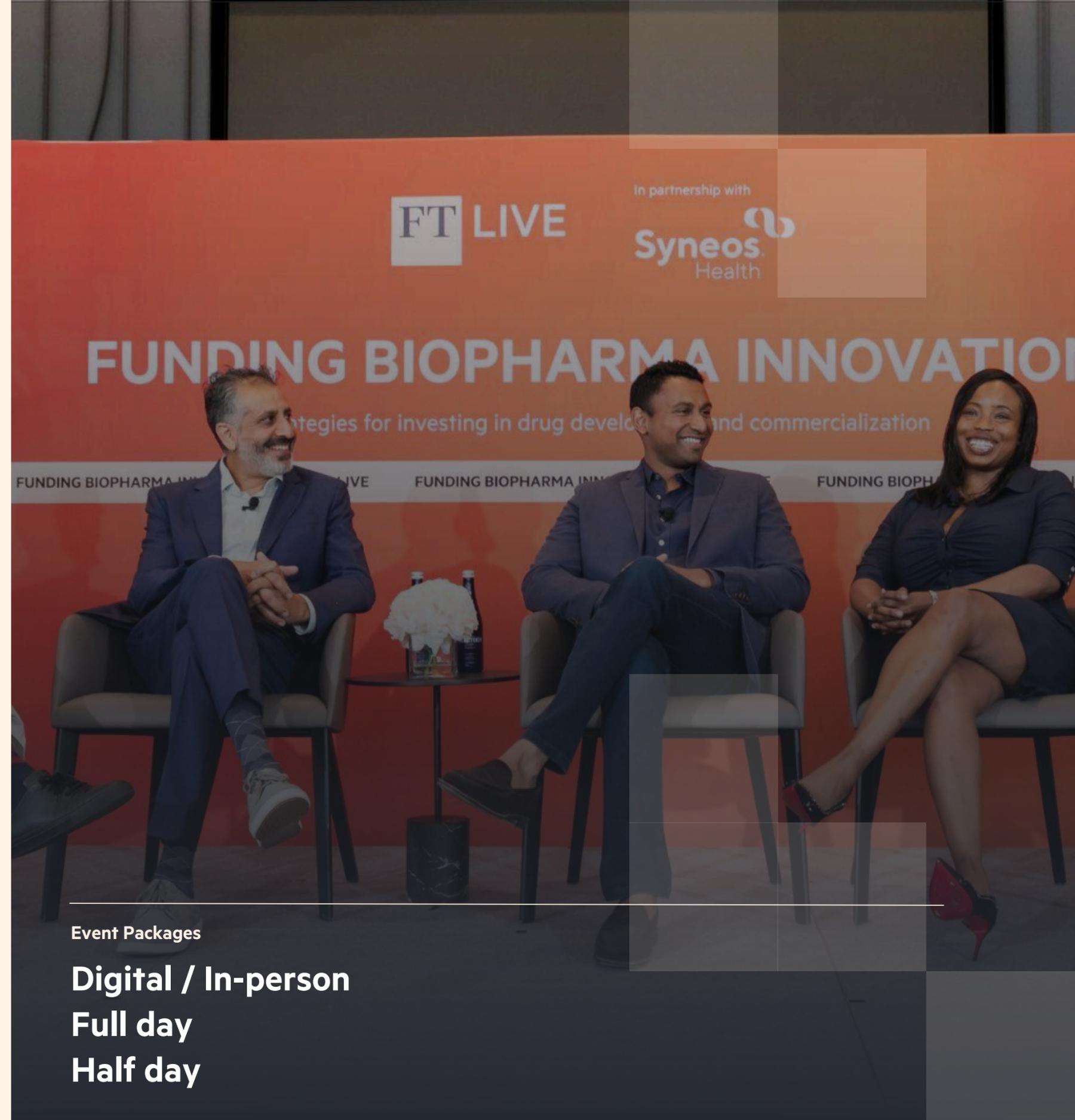
 **Client representatives**
Live on stage

 **200-500 In-person**
300+ digital, for hybrid formats

 **In-person & hybrid formats**
Allows for a global and targeted reach

 **Quality networking**
on-site and through FT Live Event App

 **Prominent on-site presents**
with branded freestanding display



Event Packages

Digital / In-person
Full day
Half day

Executive Dinner

A thought provoking and engaging panel, mutually created with our content team, will bring together an audience of senior executives for networking and relationship building over a sit-down meal in an exclusive setting.



60 minutes of conversation

Engaging, relevant conversations



1 client representative

Live on stage



30-50 delegates

Depending on event brief



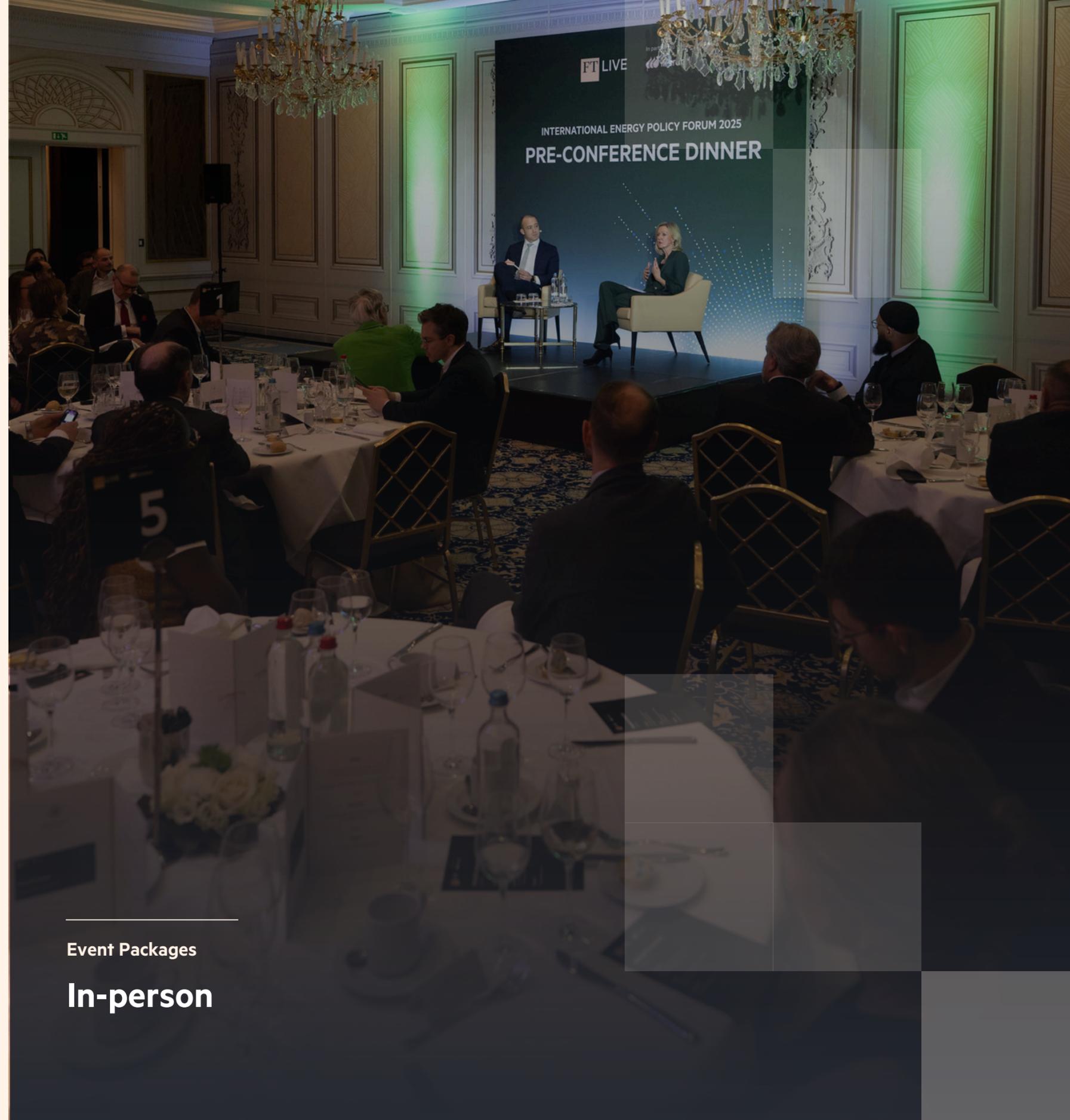
Audience interaction

Live on stage, additional representatives in attendance



Quality networking

With curated audience



Event Packages

In-person

Roundtables

The FT will gather **senior level leaders for a Chatham House rules thought leadership discussion.**

Event package

- Discussion moderated by a senior FT editor with up to 10 leading public or private sector figures plus 1 partner representative
- Participants to discuss FT curated agenda over a meal in a private venue. Guests to enjoy networking time post discussion
- FT Live to work with partner to secure a 'wish-list' of organisations and preferred job titles to take part in the discussion

 **75 mins
of content**
*focused discussion
with senior figures*

Event Packages

**Digital
In-person**



Digital Dialogues

Content-led discussion for a global digital audience

Digital Dialogues are a webinar format broadcasted with remote speakers or filmed live in a studio. Hosted by an FT moderator, these panels will be live streamed on the FT Live website to a curated global audience.



50 mins of conversation

broadcast to a global audience



1 client representative

Live on stage (or remote)



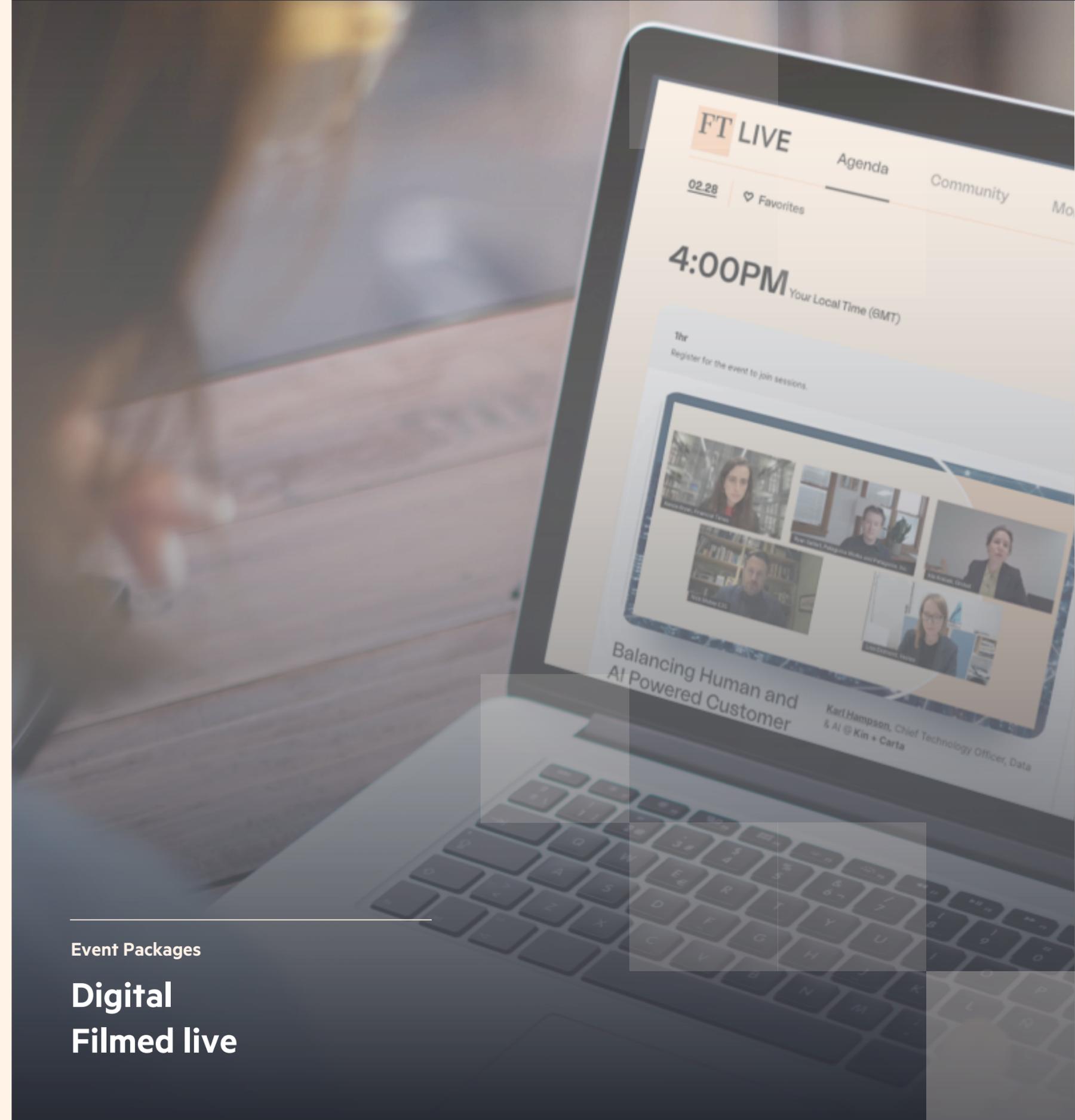
1000+ average audience

Digital delegates per session



Audience interaction

10mins Q&A with guests



Event Packages

**Digital
Filmed live**

Briefing

Hosted by a senior FT journalist, a high-level gathering in the morning or evening of senior level guests provides a forum for thought leadership discussion and engagement on the challenging issues being discussed in the sector. Guests will be invited from a curated target list agreed with you.



2 hours of engaging, relevant conversation

broadcast to a global audience



2 client representatives

Live on stage



50-80 delegates

Depending on event brief



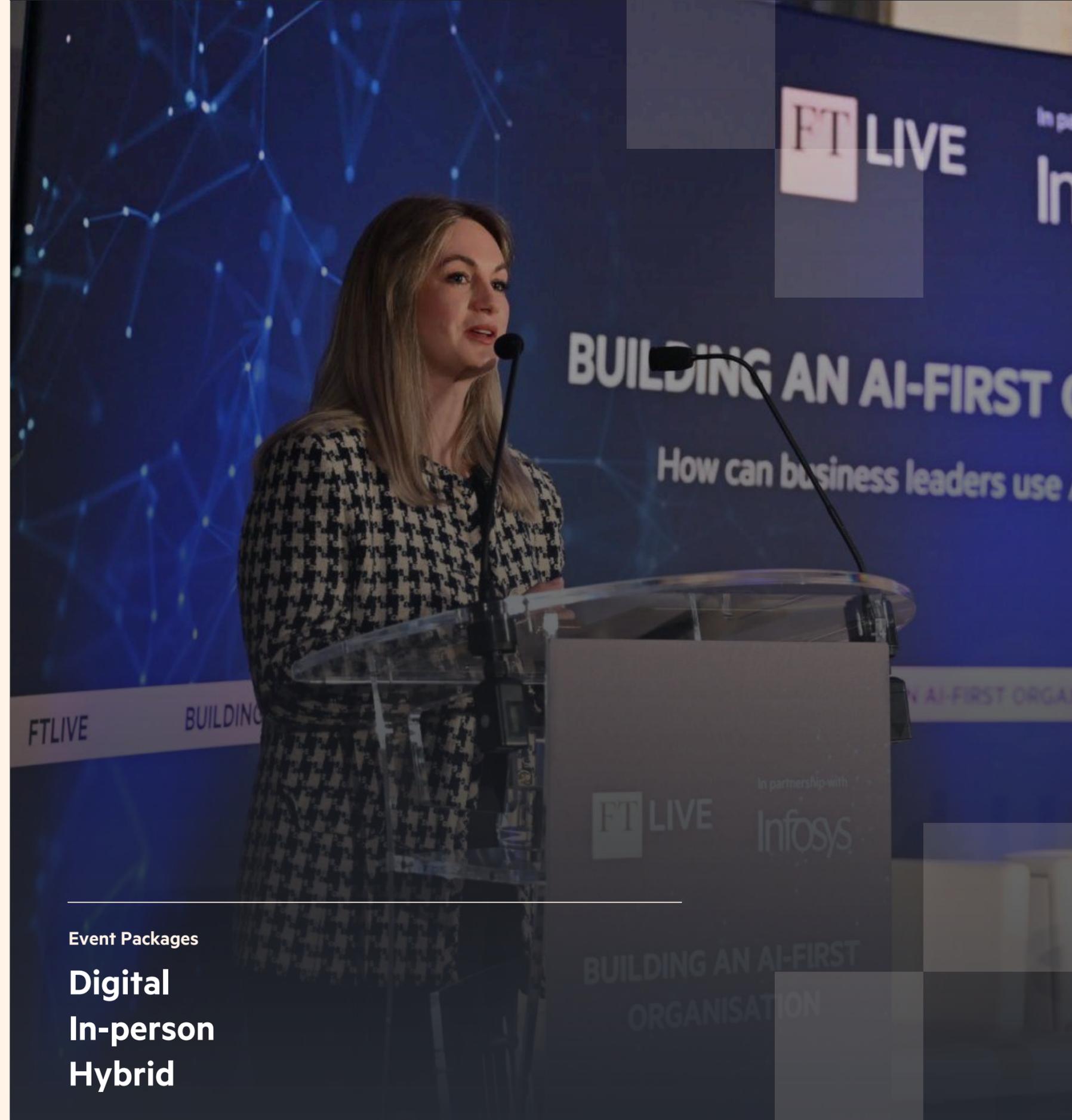
Audience interaction

*Live on stage (1 per panel)
(or remote)*



Quality networking

With curated audience



Event Packages

**Digital
In-person
Hybrid**

The logo for FT LIVE, featuring the letters 'FT' in white on an orange square background, followed by the word 'LIVE' in white capital letters.

Contact us

To discuss bespoke packaging and sample pricing, [get in touch](#) with our team

Right People. Right Place. Right Time