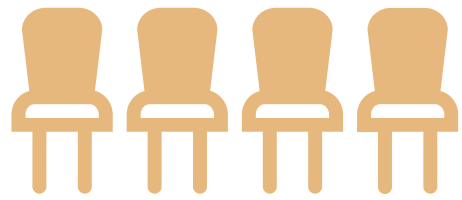




10-13 JUNE 2024 | MILAN, ITALY
EUROPE CONFERENCE

Young Leaders Europe Conference 2024 Debrief

YL Forum 2024 in Figures



104
Registered Guests



13%
One-Day YL Registrations



57%
YL EC24 sign ups in
last 2 months



16%
Local YLs at the Forum

Review of 2023 Young Leaders Forum



128

Registered Guests



22

Speakers

23%

One-Day Registrations

9%



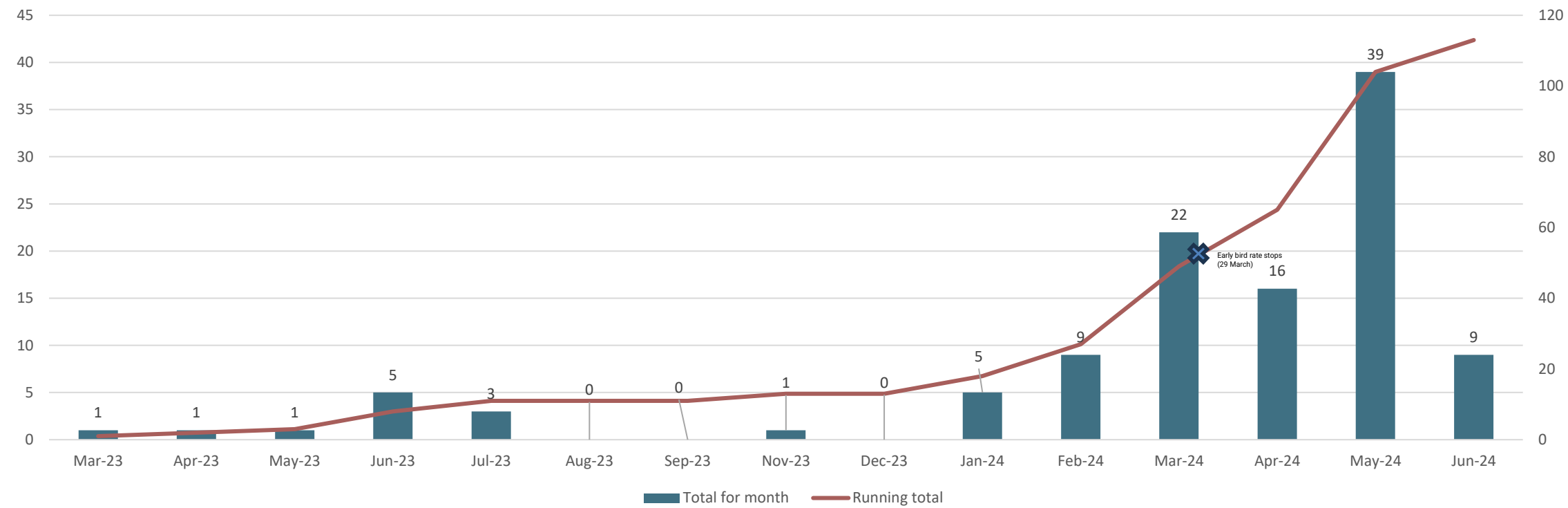
Last-minute registrations (within 12 hours before the Forum)



EUROPE YOUNG LEADERS FORUM

Registration Trends

Young Leaders signed up to the 2024 Europe Conference



Time period

Period leading up to JANUARY 2024

FEBRUARY

MARCH

APRIL

MAY

JUNE

Marketing activity

Early Bird promotional email; Slow start of the marketing activity to promote Europe Conference

Young Leader Forum promoted as part of EMEA newsletters; Dedicated Young Leader Forum promotional videos on LinkedIn

Promotion at the Townhall and in follow up emails; Dedicated Young Leaders Forum post on LinkedIn

Active marketing throughout all ULI channels: regular speaker announcements; promotion at the ETRE for Young Leaders event and in follow up emails; dedicated video content on LinkedIn etc.

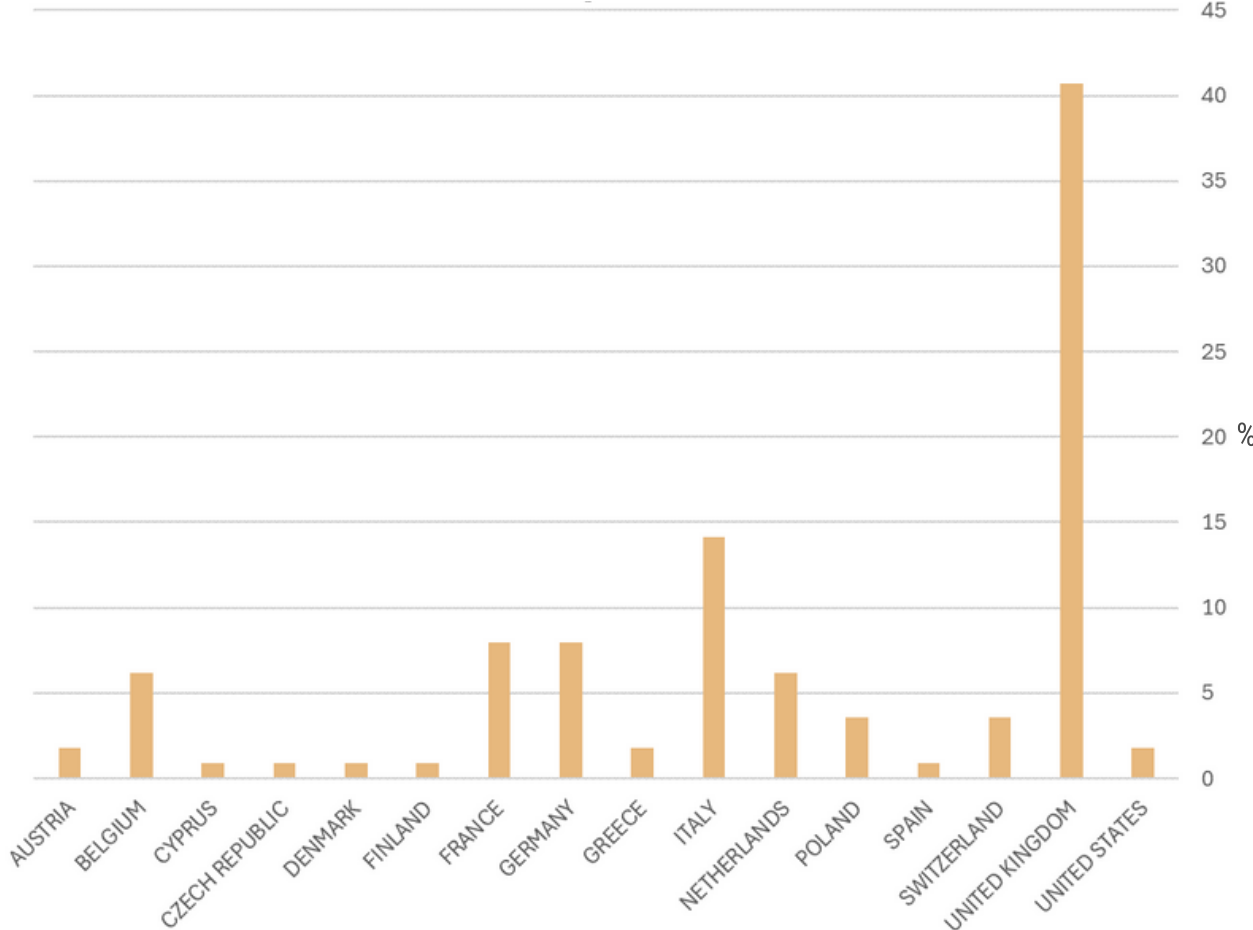
Collaboration with ExCom to send direct email invitations; regular speaker announcements continue; promotional quotes from Young Leader forum committee members on website and LinkedIn

Young Leaders Forum programme overview post on LinkedIn; direct communication and word of mouth.

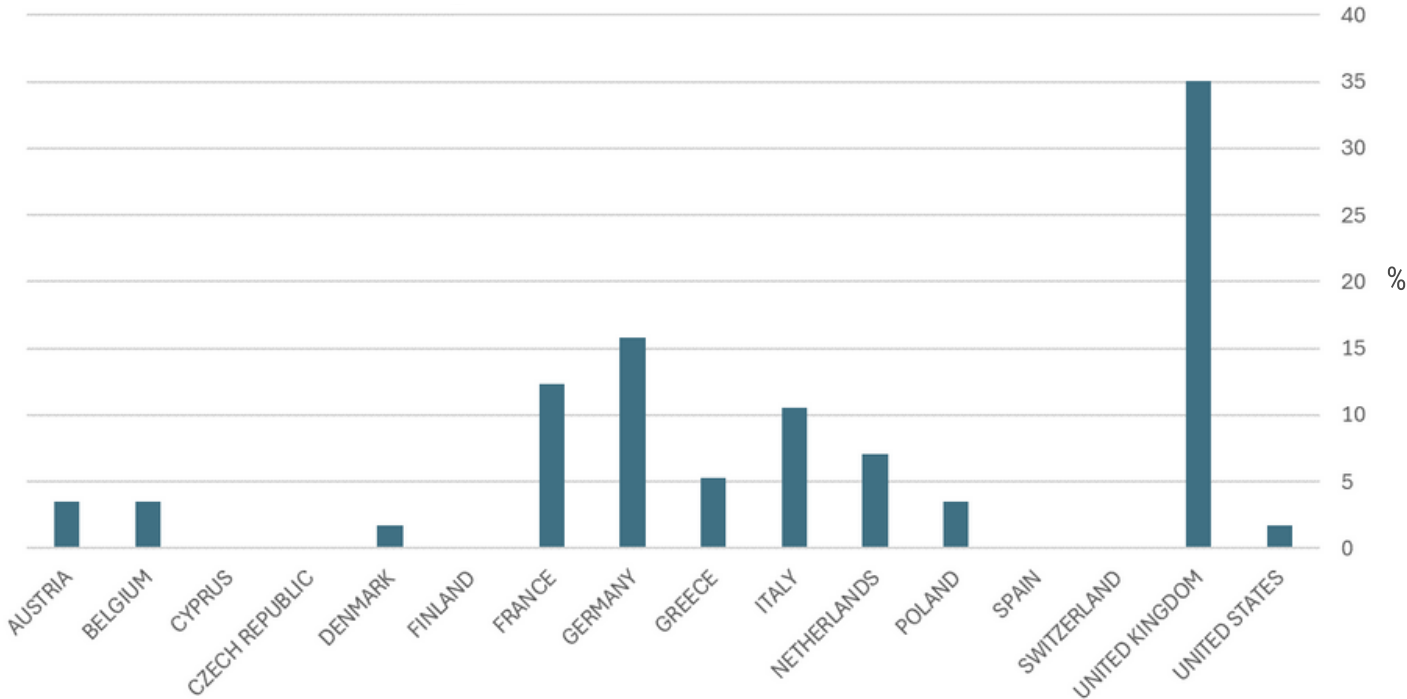
* Activities in addition to general Europe Conference marketing

Geography of Guests

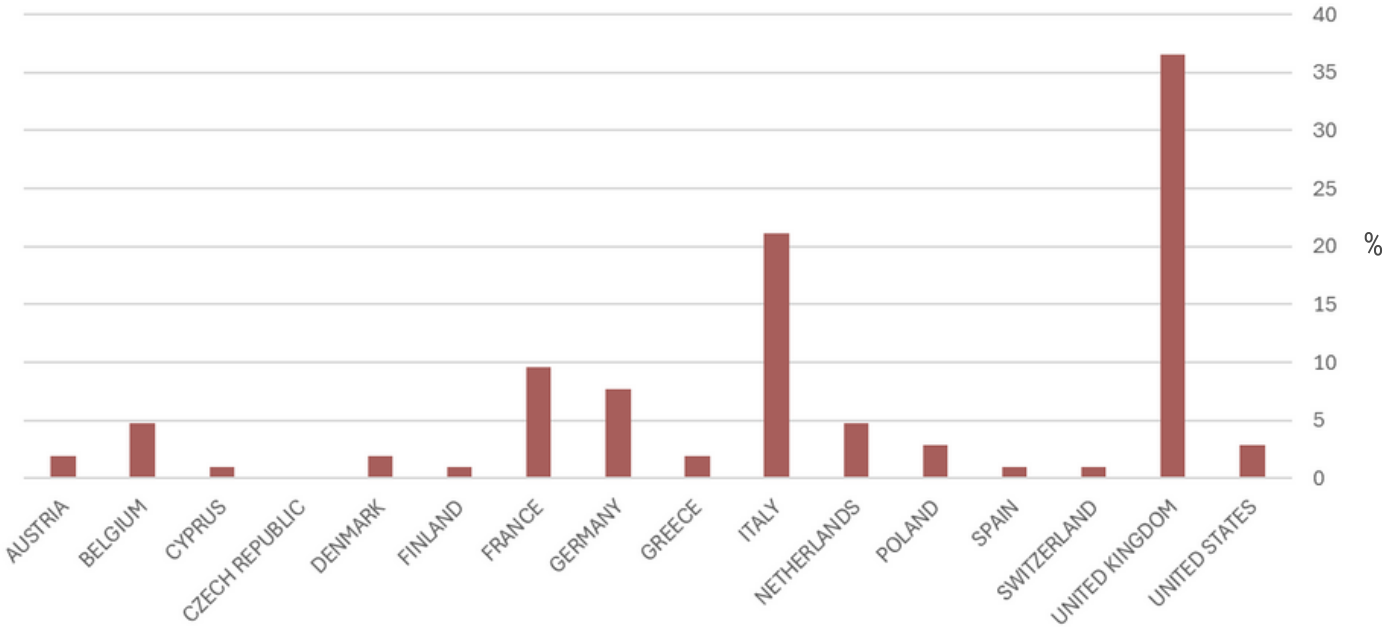
Young Leaders at the Europe Conference



YLS at the YL and NEXT Event on 11th June

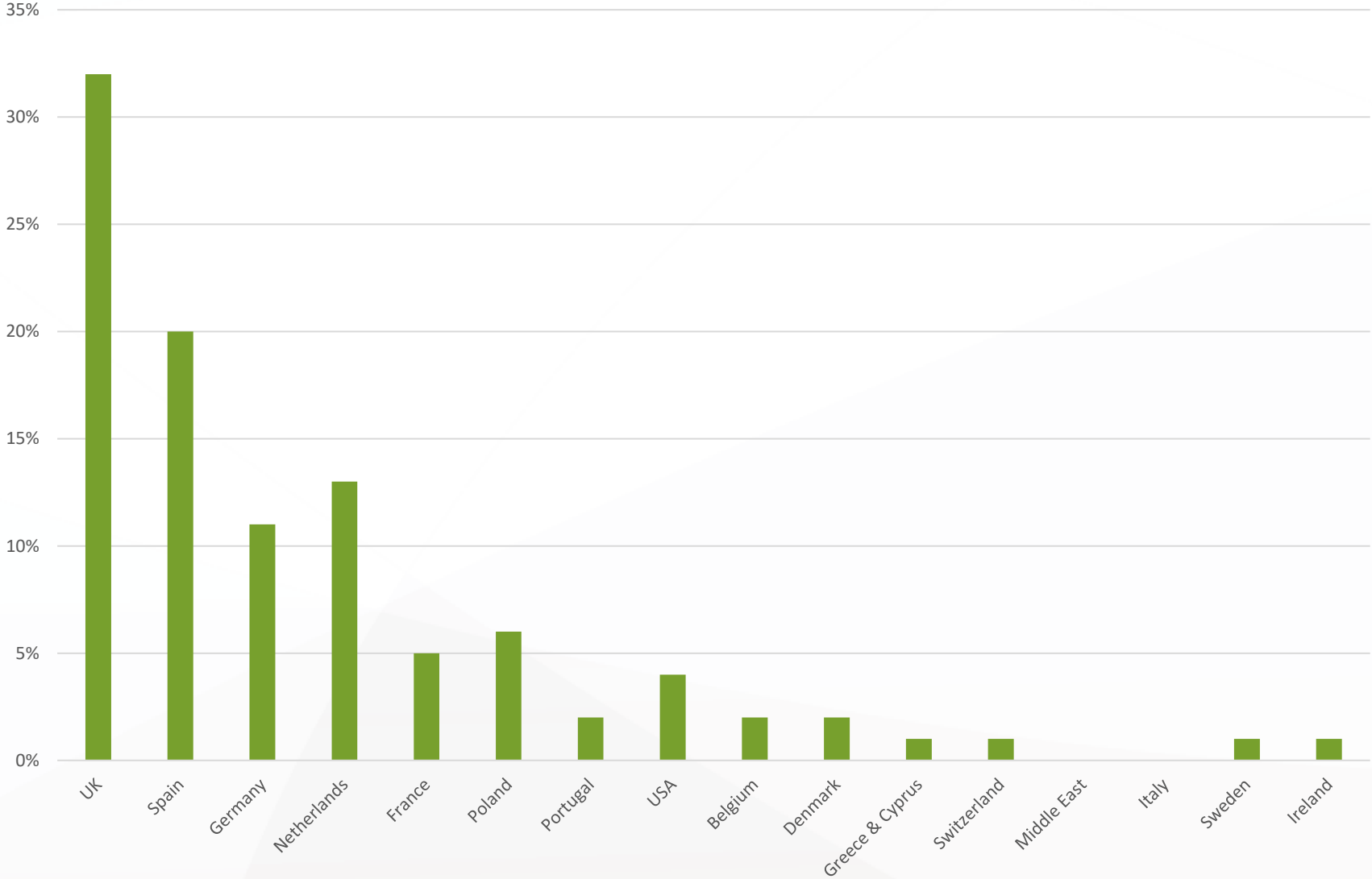


Delegates at the Young Leaders Forum on 13 June

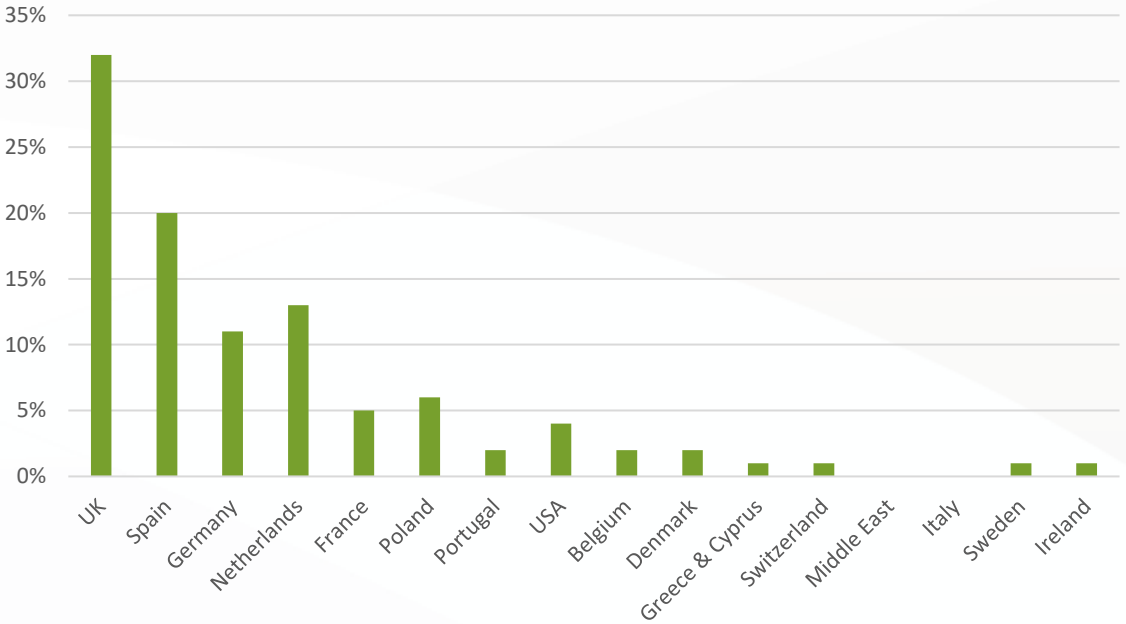


Geography of the 2023 Young Leaders Forum Guests

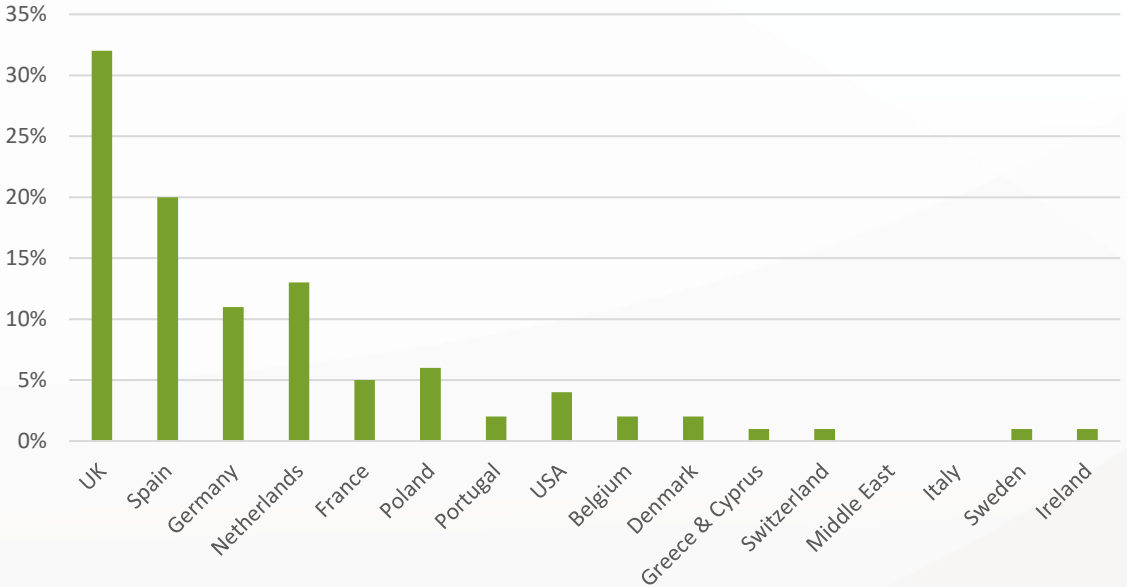
YLF Guests



YLFs only

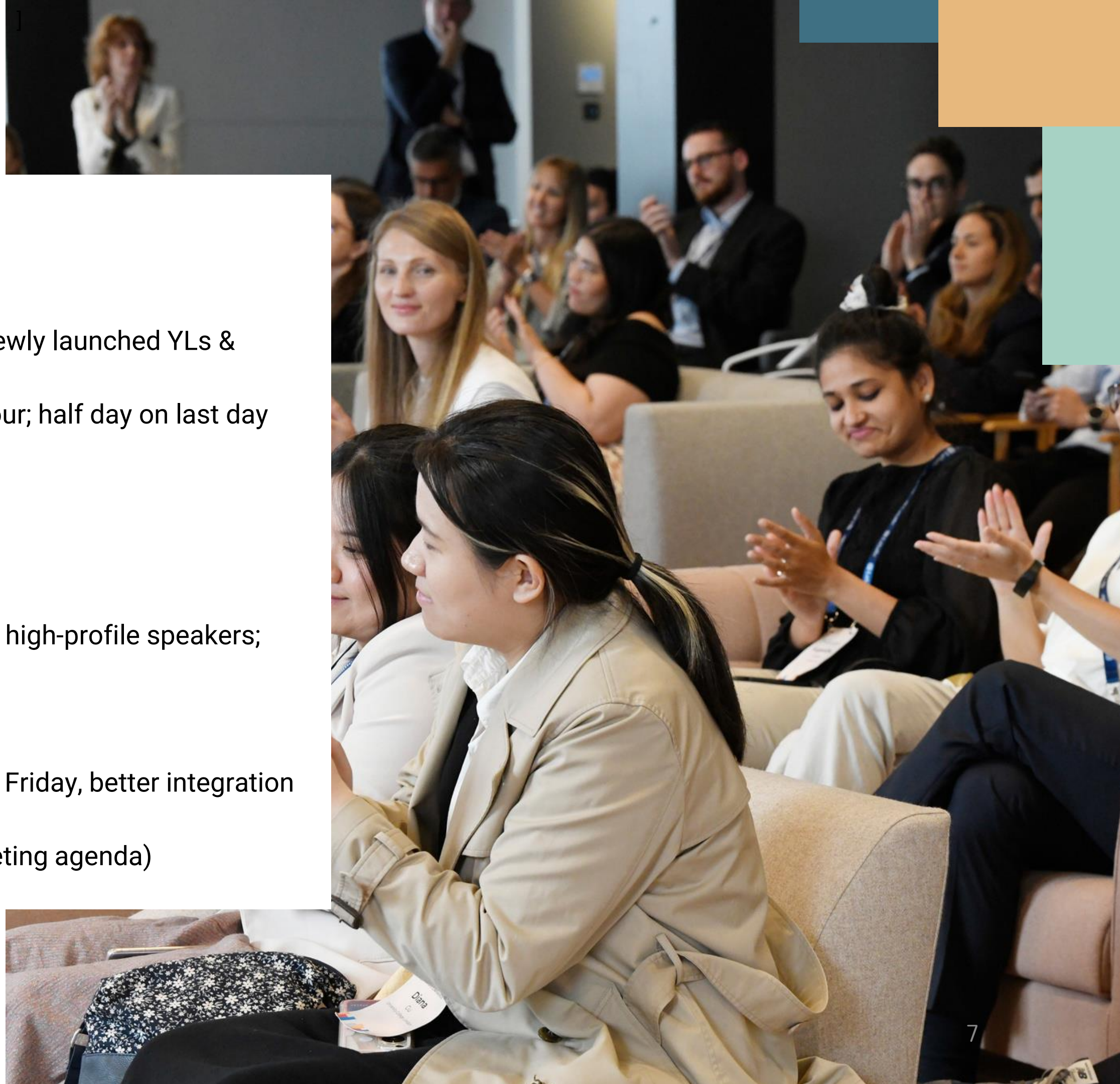


Non-YLFs (speakers and team)



PROUD OF

- **104 Forum guests from 15 countries**
- **New Format:** Dedicated two-day programme with newly launched YLs & NEXT Meeting; and interactive Milan walking city Tour; half day on last day allowed for travel home.
- **Location:** Venue style suited theme
- **Programme and speakers:** Thoughtful programme; high-profile speakers; great moderation; focus on career development
- **Marketing:** Holistic marketing approach (post every Friday, better integration of YL component into the Europe Conference marketing agenda)



FEEDBACK

- Session specific registration system wasn't clear.
- One-day ticket and multiple price options were confusing. Early-bird ticket and pricing discounts could be further highlighted.
- Young Leader and Next forums over two days might be too much for some and some confusion about whether the sessions were the same on both days or different.
- Too many concurrent sessions, site visits, and PC meetings, which might deter Young Leaders from participating in the dedicated Young Leader events.
- Having the Forum after the main conference dinner, could be a factor in lower attendance. Suggested to have a full-day before the main conference, although no consensus on this.
- Very valuable to have mixed networking sessions with Young Leaders and NEXT, but hard to make content lead sessions relevant to both age groups. Suggested to have a dedicated NEXT and Young Leaders drinks reception.

IDEAS FOR IMPROVEMENT

Registrations and marketing:

- Involve local chair and ExCom more at all stages of the event planning and promotion.
- Pitch about the forum and conference at local events.
- Clear explanation of various ticket and session options available for Young Leaders at the Europe Conference (e.g. One-day ticket; Europe Conference; Young Leaders & NEXT day).
- Creation of a dedicated Young Leaders Forum email banner to use alongside the general Europe Conference banner. Also be sent out to Young Leader Chairs and ExCom to include in signatures.
- Secure (keynote) speakers early to drive earlier registrations.

Planning:

- Create a shared project planning doc with key deadlines, responsibilities and other shared information
- The owner of the planning process should be identified to stick to the plan and meet deadlines.
- Message (senior) ULI ExCom to ask for venues and budget for joint YL and NEXT drinks.

Collaboration across the conference:

- Occasional calls with main conference organising committee and product council team.

Programme:

- To think about timing of the Forum and dedicated activities for Young Leaders in alignment with the Europe Conference wider programme to avoid too many event clashes.
- Add local one-day ticket holders to the conference dinner waitlist in case of last-minute no shows.
- Invite speakers with a one-day ticket to the conference dinner.



16 -19 JUNE 2025 | LONDON, UK

EUROPE CONFERENCE

See you next year in London!

A group of men in dark suits and white shirts are engaged in conversation. One man in the center is wearing a blue lanyard and a badge. A woman with blonde hair is seen from the back, talking to them. The setting appears to be an outdoor or semi-outdoor event space.

