

LANSONS | TEAM  
FARNER

# Party Conference Toolkit

Autumn 2025



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Party Conference season is the *largest* and *most significant* event in the UK party-political calendar.

Following last year's political dramatics, many are hoping the 2025 Party Conference cycle will see a return to normality. While this may be the case, we expect it will be anything but boring...

By the autumn, with just over a year in power under their belt, Labour will be looking to use conference season as a platform on which to exhibit significant progress towards the targets outlined in the Plan for Change. It will follow a summer of significant policy reform – including the much-anticipated publication of the Spending Review and the Industrial Strategy – and its first electoral test at May's local elections. But the only result that really matters will be whether the Chancellor has delivered economic growth.

For the other parties, it is a chance to advertise their own credentials in holding the government to account, while moving past the politics to focus on *policy*. As the Conservative Party still searches for clear direction, Kemi Badenoch will likely hope to use her first conference as leader to launch a refreshed policy agenda and bolster support. Reform UK will face a similar challenge, while the Liberal Democrats, portraying themselves as an alternative official Opposition, will be looking to further cement the party as a serious contender for power – albeit with fewer of Ed Davey's stunts (probably).

**Liberal Democrats**

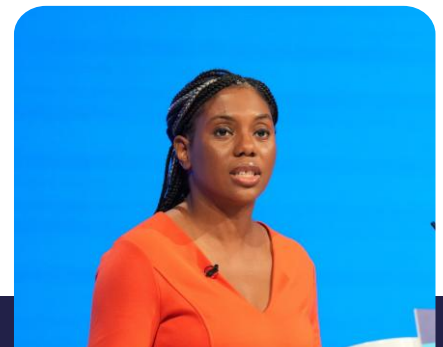
📍 Bournemouth International Centre, BH2 5BH

*20 – 23 September 2025*

**Labour**

📍 ACC Liverpool, L3 4FP

*28 Sept – 01 Oct 2025*

**Conservative**

📍 Manchester Central Convention Complex, M2 3GX

*05 - 08 October 2025*

**Attending Party Conference?**

We can help you make the most of Party Conference season

Get in touch ➔



# Here's what a *successful conference* can look like



Previous events hosted by Lanson's have included a breakfast roundtable with Financial Secretary to the Treasury Lord Livermore – giving each attendee the chance to tell him, as Minister for Growth, what changes they would like to see – as well as Minister for Industry Sarah Jones MP.

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Our table at the Business Dinners have allowed for access at the highest levels of government.

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We support clients with their own events, including last year's roundtable breakfast for Guernsey Finance. This brought together the Crown Dependencies minister, Lord Ponsonby, with other key industry players...and our presence ensured they were able to make the most of surprise opportunities that presented themselves.

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Our exclusive networking receptions have provided opportunities to hear from Cabinet Ministers, Shadow Ministers, and industry leaders.

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And we host private events for clients in a more informal setting, with past speakers including former speechwriter to Tony Blair, Phil Collins, and *The Sun* journalist Noa Hoffman.

# *Making the most* of the Party Conference season 2025

## Bespoke Programme

Targeting key stakeholders to meet over the conferences often provides a greater opportunity for direct engagement and the influencing of policy. This will be particularly crucial this year, following the publication of the Spending Review and Industrial Strategy, as well as expected widespread regulatory reform. Engagement will necessarily be much more policy-focused this year than last.

Opportunities to engage include private roundtables, one-on-one meetings, participation in fringe events, and simply attending events or bumping into people in the conference centre's bars and cafes. Engaging with senior stakeholders can be chaotic and flexibility will be essential – no matter how much pre-planning might be done.

As such, Lansons can build a bespoke programme taking all these external influences into account, including producing a bilateral meetings programme specifically to reflect your interests and wider priorities. Whichever of the options are chosen, we would suggest a concurrent engagement programme to amplify messaging and profile.

- + Sourcing partnerships and opportunities
- + Draw up stakeholder lists for engaging
- + Securing locations/venues for activity
- + Sending invitations
- + Managing the Conference Programme
- + Building a bespoke Conference programme for attendees
- + Support on the day with an event/stand
- + Support with stakeholder meetings and engagements on the day

Ready to chat?

We can develop and facilitate  
the right programme for you

Get in touch ➔

# *Making the most* of the Party Conference season 2025

## Preparation & Briefings

The key to getting maximum value from Party Conference is being well prepared.

### Messaging development

To make an impact at Conference, it is essential that you tailor your messaging to your audience, and that it is punchy, interesting, and relevant to the Government's own agenda. We work with you to distil your overall narrative into 2-3 key asks that fit this criteria and will deliver the greatest impact. We will also use this in our stakeholder invitations, to make crystal clear why they should want to meet with you at Conference.

### Preparations

Due to the fact that Conference engagements are often conducted in a chaotic and distracting environment, it is essential that you can deliver your key asks within the first few minutes of any encounter.

We will work with you to rehearse your 'elevator pitch', so that you feel comfortable and confident in meetings that could be cut short, or in making the most of ad hoc and surprise opportunities that may present themselves in the corridors of the venue.

### Briefings

Lansons also provide comprehensive verbal and written briefings up to and at Conference – this most critically includes background information on each of the stakeholders you are meeting and you wish to target if the opportunity arises, and which of our key asks to upweight for each; as well as a package on what to expect, with logistical information about collecting your pass and the venue layout. If you attend Lansons' own events, you will also be provided with a bio on the speaker, each of the attendees, and the timings and location so you have everything to hand for an enjoyable Party Conference experience.

Ready to chat?

We can ensure the preparation  
you need to feel maximum value

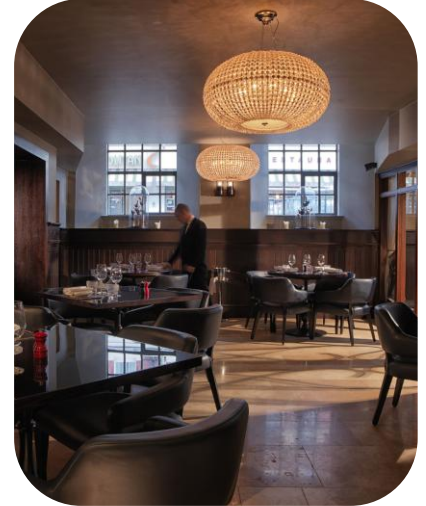
Get in touch ↗

# *Making the most* of the Party Conference season 2025

## Private Dinners and Events

Hosting a private roundtable or dinner presents an opportunity to ensure high-level political stakeholders engage with you and your messaging, often including the relevant minister or shadow minister, as well as other industry actors. These events can be put together in advance, which will be crucial in a period of such uncertainty, with a clearer indication of attendance, audience and likely impact before the day itself (unlike fringe events). A breakfast event can prove more successful than a dinner event – it tends to be cheaper and easier to guarantee the desired attendees – but venue options and potential invitees must be scoped out in plenty of time before.

There are hooks that can be used to make the event interesting and unique, such as launching collateral at the same time – for example, new research or a policy paper on a topical subject. We would then look to title the event accordingly. This allows you to discuss the government's and opposition's current thinking on the subject with the relevant minister / shadow minister(s) and raises your brand profile and relevance when they seek to legislate on the matter.



Ready to chat?

## We will build a tailored events programme for you

Get in touch [➔](#)



# *Making the most* of the Party Conference season 2025

## Exhibition Hall

An exhibition stand is an effective way to increase brand recognition and policy influence. Despite it being the most expensive activation, it provides continual public exposure across the conference's duration and is likely to bring you into contact with a very large number of MPs and ministers/shadow ministers who circulate the exhibition halls throughout the day – as such, we would recommend that it provides a good return on its investment. Additionally, the stand can serve as a space to hold meetings, run events and invite people to come and have a look.

To attract the largest and widest audiences possible, we would explore creative ways to make the stand both visually and substantially eye-catching and engaging – fun and different offerings are always appreciated by politicians who engage with hundreds of businesses each day at conference and often provides

plentiful photo opportunities for your social channels. Due to the exposure, the stand would need to be well-manned at all times of the day, but the cost includes a number of free passes to the Secure Zone so that members of the team can attend relevant fringe events and network elsewhere.

However, a successful exhibition application requires plenty of pre-planning. **Labour Party Conference is already taking exhibition requests, and applicants will receive confirmation towards the end of April.**



Ready to chat?

## We can help find the right option for you

Get in touch [➔](#)



# *A checklist before you go*

**So, you know that Party Conference season is coming up, but what does that mean for your organisation?**

**Here is what you should know before you go.**

## **What's on the agenda**

Of course, there are things you can be sure will be discussed – the economy, housing, funding public services. But each Party Conference season will have a different flavour to it, and you should be prepared to speak to what's at the front of politicians' minds before you can get them to listen to what's on yours.

## **Who's going to be there**

This may seem fairly obvious – politicians and party members – yet this is the mere surface. Organisations, businesses, think tanks, charities, lobby groups, and the media can all be found at Party Conference, and it's worth considering what opportunities you can take in the fringes of your political engagement plan to build additional stakeholder relationships.

## **What impact you want to make**

Everyone has their own reasons for attending Party Conference. For the parties themselves, it's an opportunity to set out their political and policy ambitions and raise contributions. For organisations, it may be to influence policy debates in their favour. For others, it may be to build their reputation amongst a political audience.

Knowing what you want to get out of Party Conference, and what messages you want to leave stakeholders with is absolutely critical to making the most of your time there.

## **How to successfully engage with your stakeholders**

Party conferences host and attract a huge number of events – inside and out of the official conference zone. Some are open to all, some invite only; some host serious policy debates, some offer relaxed networking opportunities; and perhaps you are planning to host or sponsor one as an organisation.

Considering the setting for your all-important stakeholder engagement will determine how easily and successfully you can make an impact.

As always, ministers will be in incredibly high demand and events & speaking line-ups are likely to be subject to last-minute change. As such, flexibility and adaptability should be key to your engagement approach!

In the past, Lansons has arranged one-to-one meetings, secured panel event positions, and built bespoke event schedules for clients. Please get in touch to find out how we can help you this year.



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# *The importance of timing*

A well-executed Party Conference programme requires significant preparation and pre-planning.

Here are some key deadlines to be aware of:

## *Before Summer Recess*

- Express your intention to attend one or more Party Conference
- Determine what you want to achieve

## *End of August*

- Secure meetings with key stakeholders
- Have a full programme itinerary prepared
- Have stress tested messaging ready for use
- Finalise all your logistics (travel, hotels, restaurant bookings)

## *First week of September*

- Finalise your itinerary and programmes
- Have briefing packs prepared

## *Conference week*

- Have a final briefing session with the Lansons Public Affairs team on what to expect at conference

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Thank  
*you*

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