

# MIPIM 2020

## THE FUTURE IS

# Human

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**mipim**

10-13 March 2020  
Palais des Festivals  
Cannes, France





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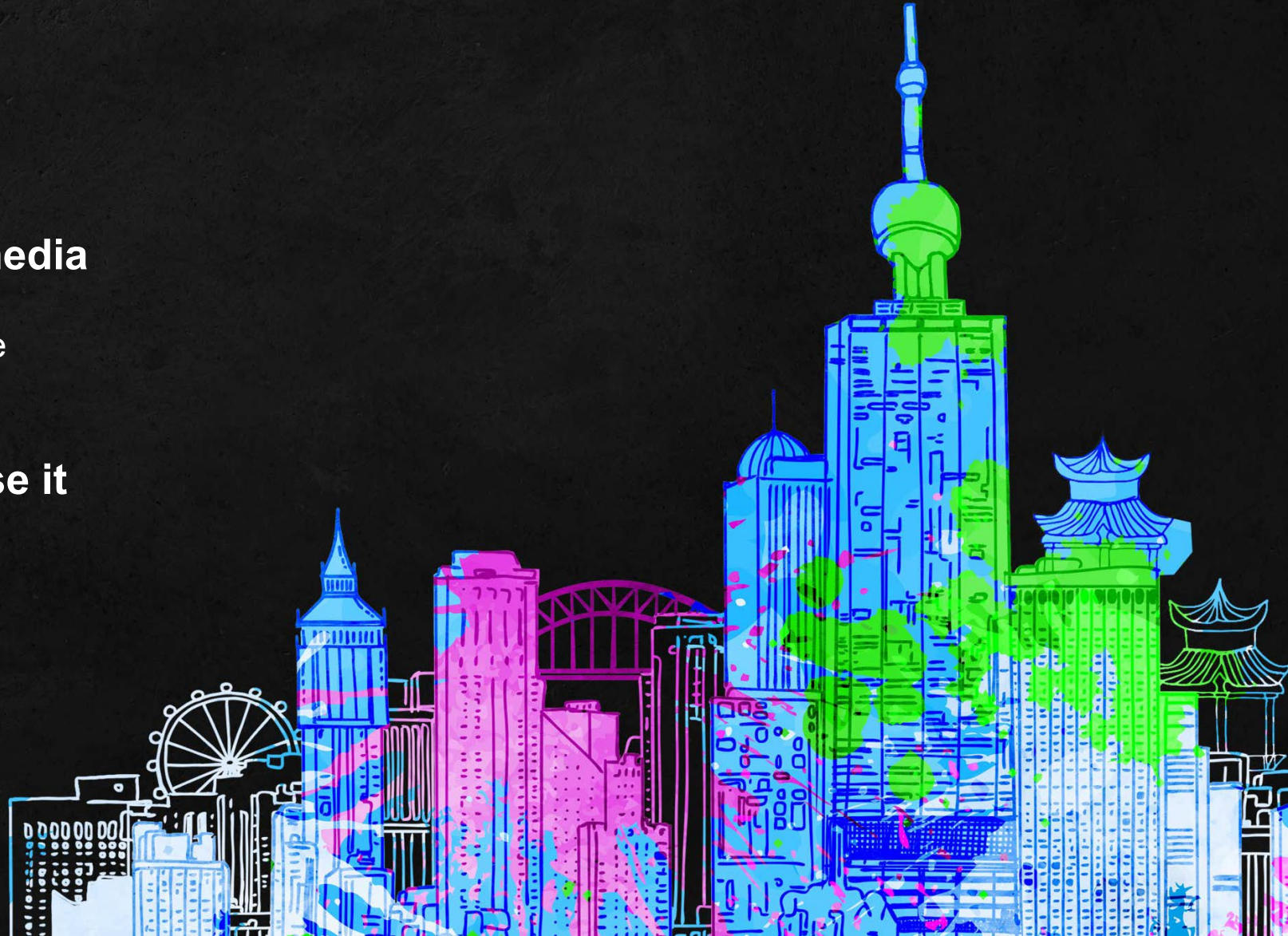
# Content

## 1. Boost your visibility in the media

- Official MIPIM communication
- Conferences & events programme
- Meet the media at MIPIM

## 2. Online Database – How to use it

- Contact the media
- Upload your press release
- Showcase your projects



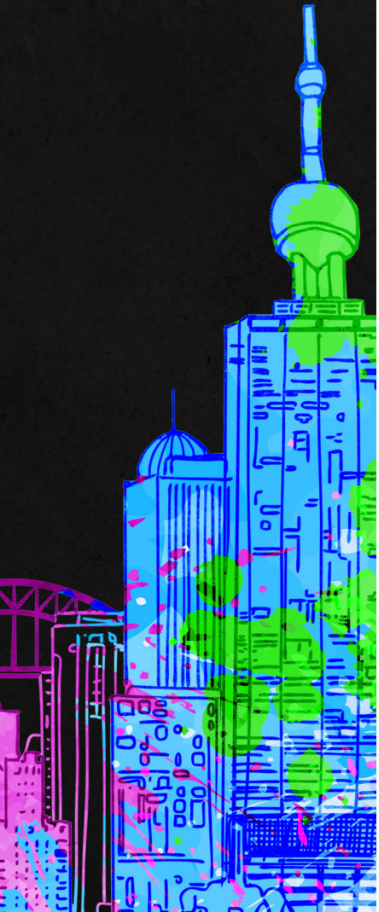
# Why communicate at MIPIM?

MIPIM is not only a place where professionals buy, sell and do business, it is also an international platform which offers the unique opportunity to strengthen your visibility among the leading companies and professionals from the real estate area and the international media attendees.

Nearly 500 journalists from the international, national and trade press attend MIPIM every year. All the show news concerning MIPIM is also distributed to more than 2,200 journalists from 60 countries.

Our press service is available to help you optimise your outreach to the media attending the show and to journalists/bloggers that cover the event from their offices.

This guide has been designed to support you to make the most out of MIPIM and maximise your communication plans.





# Key media that attended previous MIPIM editions

AFP . BFM TV . Reuters . Bloomberg News . BBC Radio . Financial Times .  
Evening Standard . Immobilien Zeitung . Die Welt . Le Figaro . Le Monde . Les  
Echos . Le Parisien . Il Sole 24 Ore . La Repubblica . Süddeutsche Zeitung .  
Het Financieele Dagblad . Property EU . CNBC . The Wall Street Journal .  
Immobilien Manager . Immobilien Wirtschaft . Estates Gazette . Property Week  
. Le Moniteur . Metros 2 . Handelsblatt . La Libre Belgique . Le Soir . Warsaw  
Business Journal . Hurriyet . Kommersant . Magasinet Ejendom . Nikkei Business  
Publications . Der Standard . Borsen . Business Immo . Bauwelt . RE+D  
Magazine . Fastighetssverige . Commercial Observer . Architect's Journal .

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# 1. Boost your visibility in the media





# Official MIPIM communication

Showcase your company and/or Real Estate projects in MIPIM's publications

MIPIM publishes several magazines which are distributed to all participants: the **Preview** is sent one month before the show, and the **Daily News** is published and distributed every day during the show.

Our magazines are available all year long on [issuu.com/mipim](https://issuu.com/mipim)

To submit news for our magazines, please send your **press release** and **300 dpi images** to Editor-in-Chief, Graham Parker.  
**Send your info asap, the Preview is published early February 2020.**

For the **Daily News**, you can send your information previous to the event or come and meet the team on site, during the show.

To find out about advertising opportunities in our publications and/or websites, check out our [website](#) or contact Mylène Billon.



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# Official MIPIM communication

## Press office & social media

The press office sends information about MIPIM to **over 2,200 journalists from 60 countries**.

MIPIM is active on social media networks and has many followers.

Check the **MIPIM blog** : [blog.mipimworld.com](http://blog.mipimworld.com)

If you have a question, feel free to contact our press office and our social media manager:



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# Official programme of conferences & events

Showcase your event in the official MIPIM programme

The MIPIM programme of events includes the official MIPIM conferences and the events organised by clients. This programme is available on our website one week before MIPIM and is distributed to all participants onsite.

Check out the MIPIM 2020 conference programme: [www.mipim.com/en/the-programme](https://www.mipim.com/en/the-programme)

If you are an exhibitor and you wish to include your event into the overall MIPIM events' programme, please contact your MIPIM spokesperson as soon as possible.

MONDAY & TUESDAY

9-10 MARCH



## CLOSED-DOOR EVENTS By invitation only

MONDAY 9 MARCH

18.00 | 22.30  
Carlton Hotel

DEINVEST |

Platinum sponsor:  
Investment  
Managers

Gold sponsors:  
AberdeenStandard  
Investments

CMS

Industry Partner:  
KPMG

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# Meet the media at MIPIM

MIPIM is an opportunity to meet **international journalists specialised in real estate**.

Journalists have to absorb a great deal of information and cover many events related to MIPIM, so we would advise you to target your communication and adapt your actions according to the message you want to convey.

Also, as MIPIM is an international event, remember to **communicate in English**.

At MIPIM, you can:

## SEND INFO TO THE PRESS

### What is the nature of your message?

Are you launching a new real estate project? Are you promoting a development which will be exhibited in Cannes? Are you announcing corporate news or releasing a CEO's statement?

Use the **MIPIM Online Database** to reach out to the media: download the press list, contact the journalists, upload your press documents.

## SET UP INTERVIEWS

Journalists are very busy during the event, so we advise you to target journalists who might be interested in your topic and territory and set up interviews during MIPIM **before** you arrive.

Don't forget you can set up **one-to-one interviews** on your stand if you are an exhibitor or in the Press Club if you are a visitor.

## ORGANISE AN EVENT

If you have a major announcement and are planning to organise a special event during the show, remember to **broaden your audience** by inviting the press and other MIPIM delegates.

Don't forget to include your event in the official MIPIM programme (*previous page*). Pay attention to the deadlines!

## 2. Online Database – How to use it





# What is the Online Database?

The online database federates information on all the MIPIM participants (exhibitors and visitors) who are coming to the event. Watch a quick presentation of this powerful tool: <https://vimeo.com/158041912>

The online database will allow you to:

## NETWORK

Preparation is crucial for a successful event, make the most out of your show by connecting to the database.

## SEE WHO'S GOING

Find the list and the profile details of participants, companies and journalists that are attending the show\* and download the list of attendees.

## SET-UP MEETINGS & SEND MESSAGES

Whilst browsing the attendees, you can click on the "message" icon to contact participants directly or send a request meeting through the proper icon\*.

## PLAN YOUR AGENDA

By adding conferences as favourites and to your calendar, you can plan your personal agenda which is automatically synchronised with the mobile app.\*

## UPLOAD YOUR PRESS RELEASE

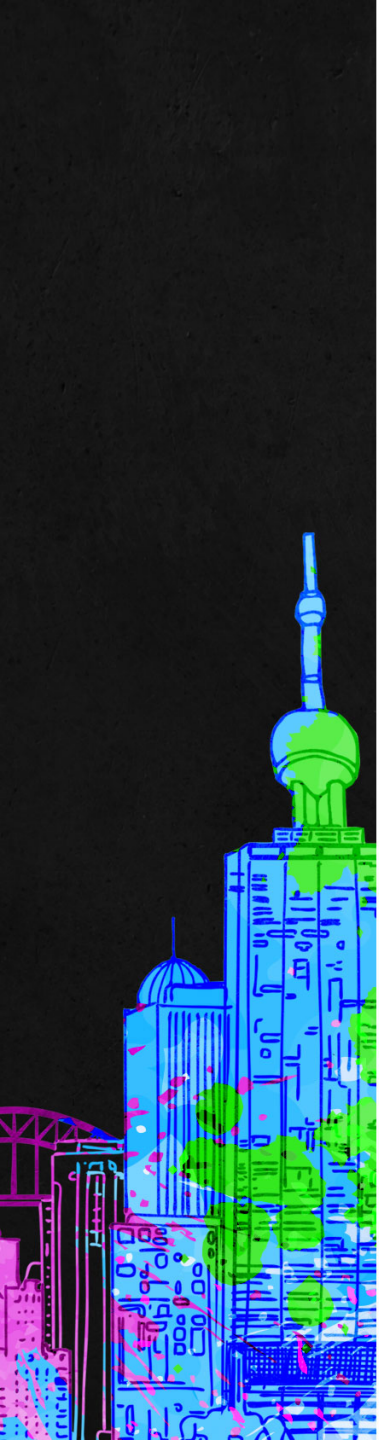
Let participants and journalists learn more about your company and projects by uploading your press kits/press releases on your profile in the online database. Add photos and videos to attract attention.

## SHOWCASE YOUR PROJECTS

Upload your company's current projects and promote its activities. This will attract potential clients and facilitate communication with the journalists.

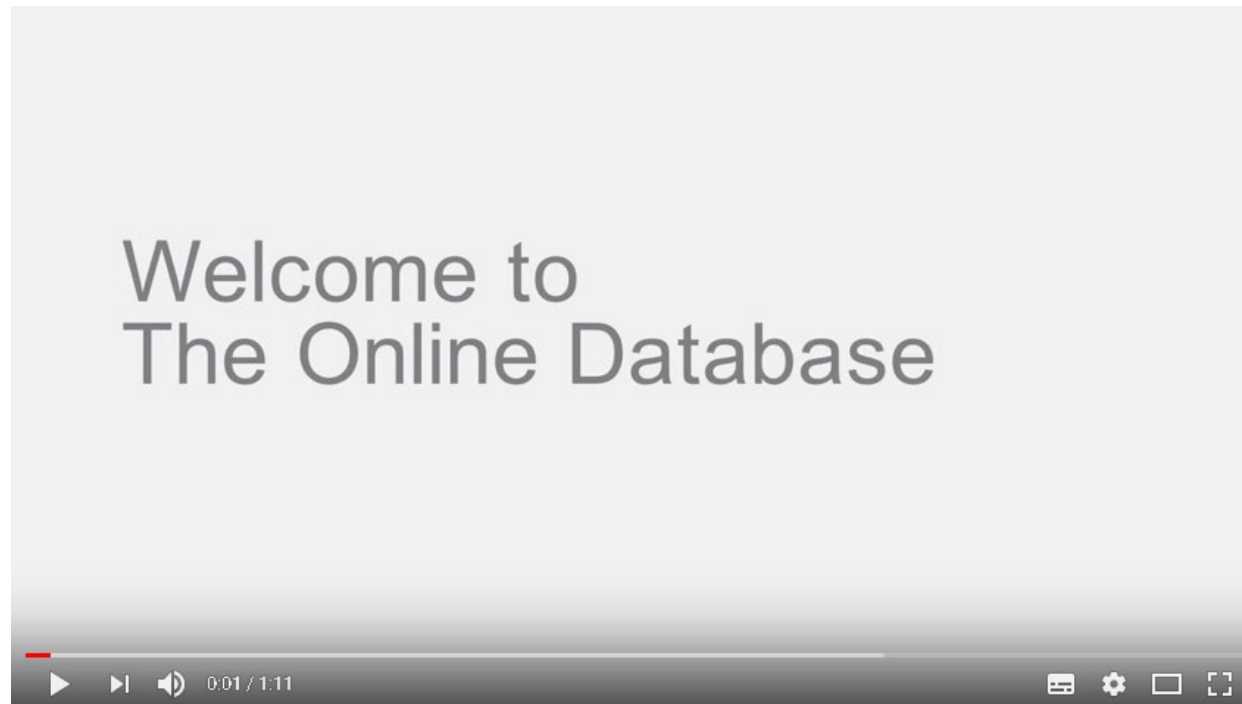
*\*To access the profile pages, all the networking features and your account you need to log in to the database. Discover how to log in via the next slide.*

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# Online Database

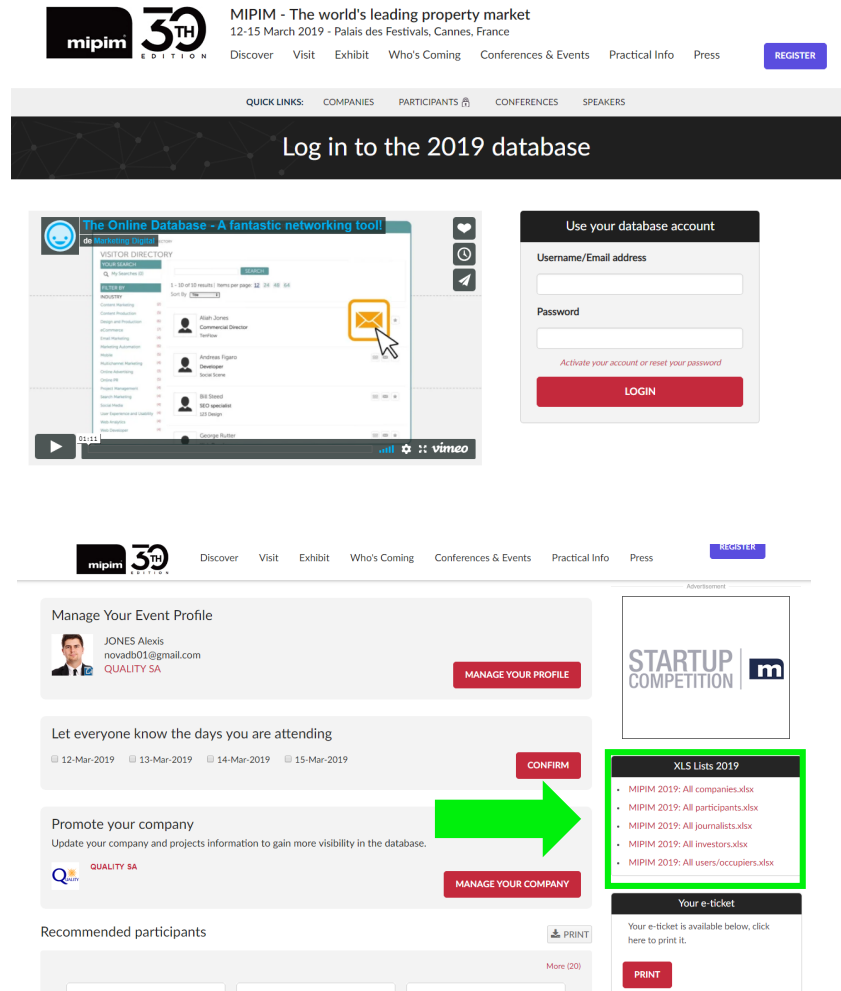
Watch a quick tutorial on the Online Database to discover its multiple features.





# Online Database – How to use it

## Contact the media



The screenshot displays the MIPIM 30th Edition website. At the top, the header includes the MIPIM logo, the event dates (12-15 March 2019), location (Palais des Festivals, Cannes, France), and navigation links (Discover, Visit, Exhibit, Who's Coming, Conferences & Events, Practical Info, Press). A 'REGISTER' button is also present. Below the header, a dark banner reads 'Log in to the 2019 database'. The main content area is divided into two sections. On the left, a video player shows a preview of the 'The Online Database - A fantastic networking tool!' with a cursor pointing to an email icon. On the right, a login form titled 'Use your database account' asks for 'Username/Email address' and 'Password', with a 'LOGIN' button and a link to 'Activate your account or reset your password'. Below the login form, the user's account management page is shown, featuring a profile for 'JONES Alexis' with a 'MANAGE YOUR PROFILE' button. A section titled 'Let everyone know the days you are attending' shows dates from 12-Mar-2019 to 15-Mar-2019 with a 'CONFIRM' button. A 'Promote your company' section includes a green arrow pointing to a 'MANAGE YOUR COMPANY' button. On the right side of the account page, there is an advertisement for 'STARTUP COMPETITION' and a section titled 'XLS Lists 2019' which lists five downloadable files: 'MIPIM 2019: All companies.xlsx', 'MIPIM 2019: All participants.xlsx', 'MIPIM 2019: All journalists.xlsx', 'MIPIM 2019: All investors.xlsx', and 'MIPIM 2019: All users/occupiers.xlsx'. At the bottom, there is a 'Recommended participants' section with a 'PRINT' button and a 'More (20)' link.

## 1. LOG IN TO THE ONLINE DATABASE

- **First time at MIPIM?** Once the database is open, you will receive an email guiding you through the user process.
- You can access the 'Login' from the homepage of the website, where you will see a link to activate your account.
- If you have already activated your account, you can access the login page by clicking on 'Companies' or 'Participants'.
- If you have **forgotten your password**, click on the proper link 'Activate your account or reset your password'

### Did you know?

Share your login & password with your PR agency so they can access the Online Database

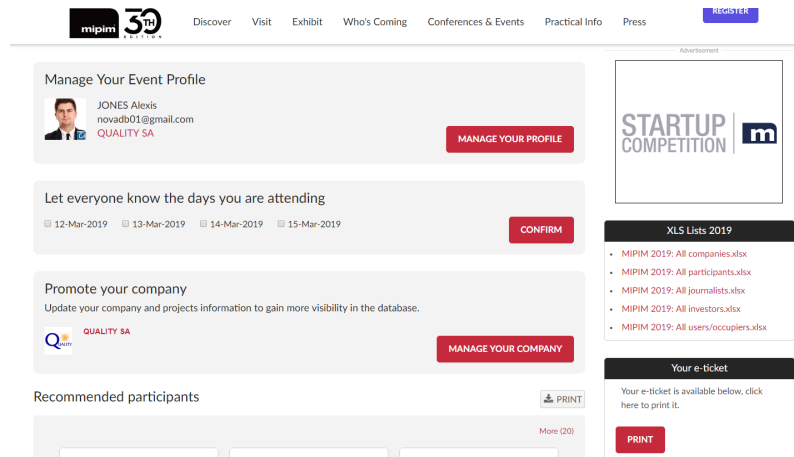
## 2. DOWNLOAD THE PRESS LIST

- **Download the list of registered journalists** directly from the homepage of your personal account, on the right side of your screen.

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# Online Database – How to use it

## Contact the media



The screenshot shows the MIPIM 30th Anniversary website. The user profile section is titled "Manage Your Event Profile" and includes a profile picture of JONES Alexis, email novadb01@gmail.com, and company QUALITY SA. There is a "MANAGE YOUR PROFILE" button. Below this is a section "Let everyone know the days you are attending" with dates 12-Mar-2019, 13-Mar-2019, 14-Mar-2019, and 15-Mar-2019, and a "CONFIRM" button. The "Promote your company" section includes a description "Update your company and projects information to gain more visibility in the database." and a "MANAGE YOUR COMPANY" button. The "Recommended participants" section has a "PRINT" button and a "More (20)" link. The right sidebar features an advertisement for "STARTUP COMPETITION" and a section "XLS Lists 2019" with links to various Excel files. At the bottom right, there is a "Your e-ticket" section with a "PRINT" button.

### 3. CONTACT THE MEDIA

- Select the media you are interested in and look for the journalist's details in the database. For **anti-spam reasons**, the participant's emails are not available in the Excel file.
- Contact the media to showcase your projects and/or invite them to a special event.

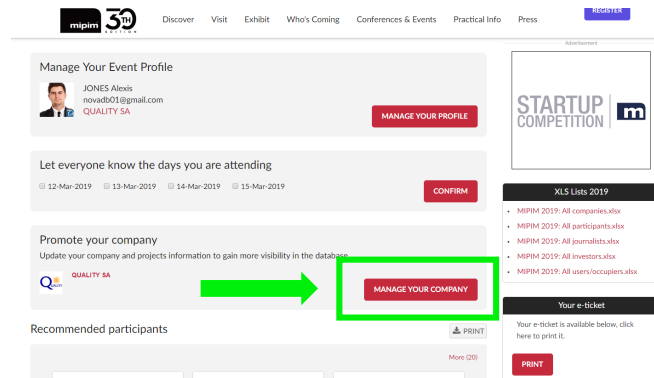
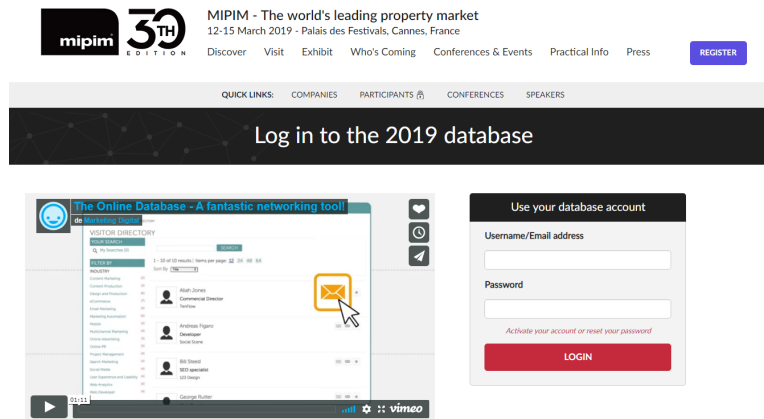
#### Did you know?

Most of the journalists register to MIPIM from January until one day before the event.



# Online Database – How to use it

## Upload a press release



## 1. LOG IN INTO THE ONLINE DATABASE

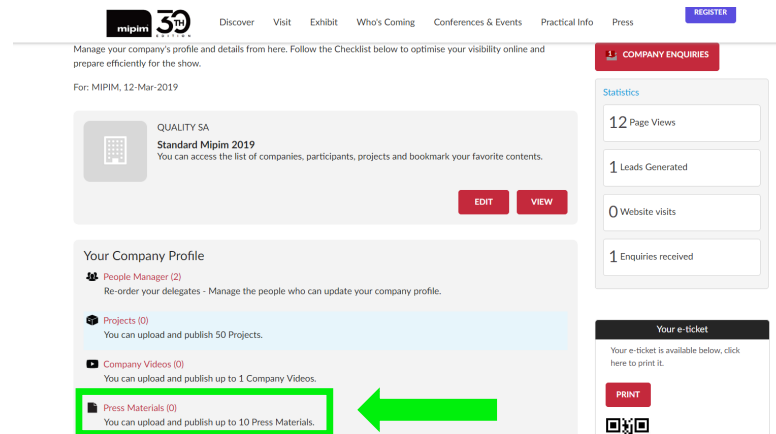
- **First time at MIPIM?** Once the database is open, you will receive an email guiding you through the user process.
- You can access the database from the front page, where you will see a link to activate your account.
- If you have already activated your account, you can access the login page by clicking on 'login' on the homepage of the websites.
- If you have **forgotten your password**, click on the proper link 'Activate your account or reset your password'

## 2. EDIT YOUR COMPANY PROFILE

- Once you have logged in you will arrive on your account page.
- This is where you should take advantage to **fill out your profile including as many details as possible**.
- By clicking on 'Manage your Company', you can describe your role or your company.

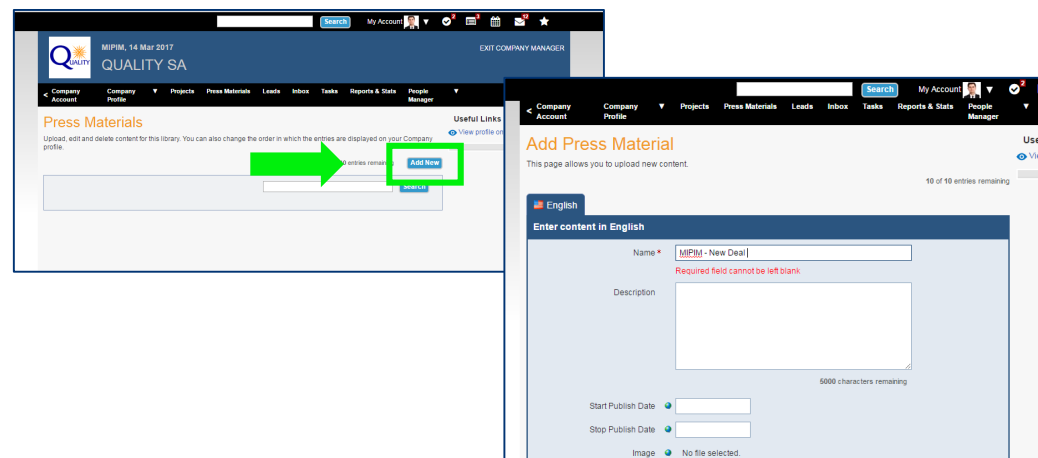
# Online Database – How to use it

## Upload a press release



### 3. ADD PRESS RELEASE OR PRESS KITS

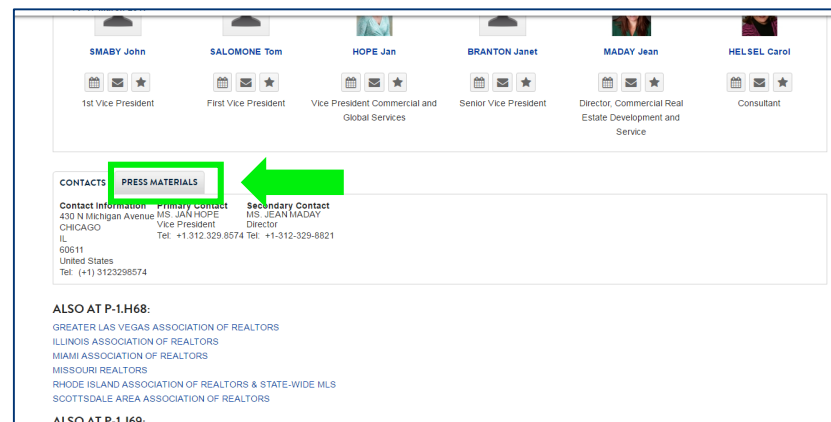
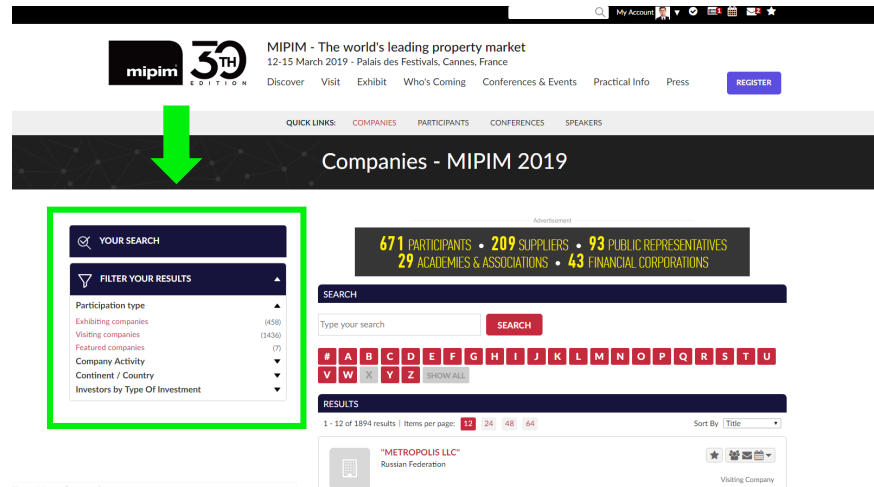
- Click on 'Press Materials' to access the tool.
- To upload press releases or press kits, click on 'Add New'. **Don't forget to add downloadable images.**
- You have the opportunity to upload **up to 10 press documents** on your Company's Portal (press kits and/or releases).
- Save and it is online!





# Online Database – How to use it

## Upload a press release



## 4. ACCESS ALL THE PRESS RELEASES

- You can **freely access all the press releases** in the Online Database. Once you are connected, use the searching tools to browse through the Online Database.
- Press materials can be reach from the companies' profiles pages.
- If a company has some press material, you can find it at the bottom line of the profile page.

# Showcase your real estate projects

Le catalogue des projets MIPIM est une sélection de projets immobiliers présentés au MIPIM 2020. Ce document est très apprécié des journalistes qui l'utilisent pour des articles pré-MIPIM mais aussi pour préparer leur déplacement à Cannes.

En 2020, le catalogue sera disponible en ligne et se présentera sous la forme d'une carte mondiale interactive.

Si vous êtes **exposant**, vous pouvez soumettre votre projet en remplissant le formulaire suivant :

[http://reedmidem.formstack.com/forms/mipim\\_project\\_directory\\_2020](http://reedmidem.formstack.com/forms/mipim_project_directory_2020)

*Please note that MIPIM has a right of review of the information you send and that it won't use information published on previous years and will make a selection of projects according to the quality of the project.*

