

# • Total Politics •

## Political Engagement

Make an impact in Westminster

Be heard – reach the most influential people in UK politics



# Political Engagement offering

Engagement campaigns that get results by connecting you to decision-makers at the heart of politics.

We combine the best of a public affairs agency and creative studio with our incomparable reach and reputation in UK politics so you can:



Communicate directly with the people who matter at the core of politics



Harness your narrative and make it newsworthy



Deliver your message in the best way to inform, inspire action and effect change



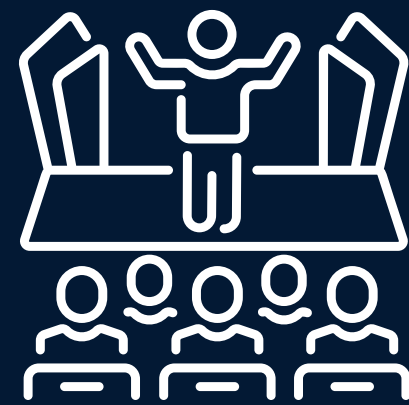
Build and manage your brand reputation within your target market

# Place your content with us | Create your content with us

## Our channels:



Print



Events



Newsletters



Digital



Podcasts

# Reaching the heart of Westminster



## THEHOUSE®

Our insightful and impartial coverage, including contributions from MPs, Peers and leading policy makers from across the UK engages the most influential audience in politics and public affairs.

*The House* magazine is renowned for its impartiality and is overseen by a cross-party advisory board.

Alongside news, reviews, exclusive insights, and expert analysis, you will find must-read opinion pieces from parliamentarians using *The House* platform to share information, gain feedback and amplify their message across their unique and highly influential community of decision-makers.

**The UK's most  
viewed and trusted  
political news website**

# PoliticsHome

Ensure your messages resonate with politicians, policy makers and the national press with a *PoliticsHome* membership.

Through our channels, we can raise awareness of your issues with key stakeholders and influencers.

Interviews, front page features, press releases, research reports and event coverage are hosted on our website and managed by our expert team, who prepare personalised communication plans for members.



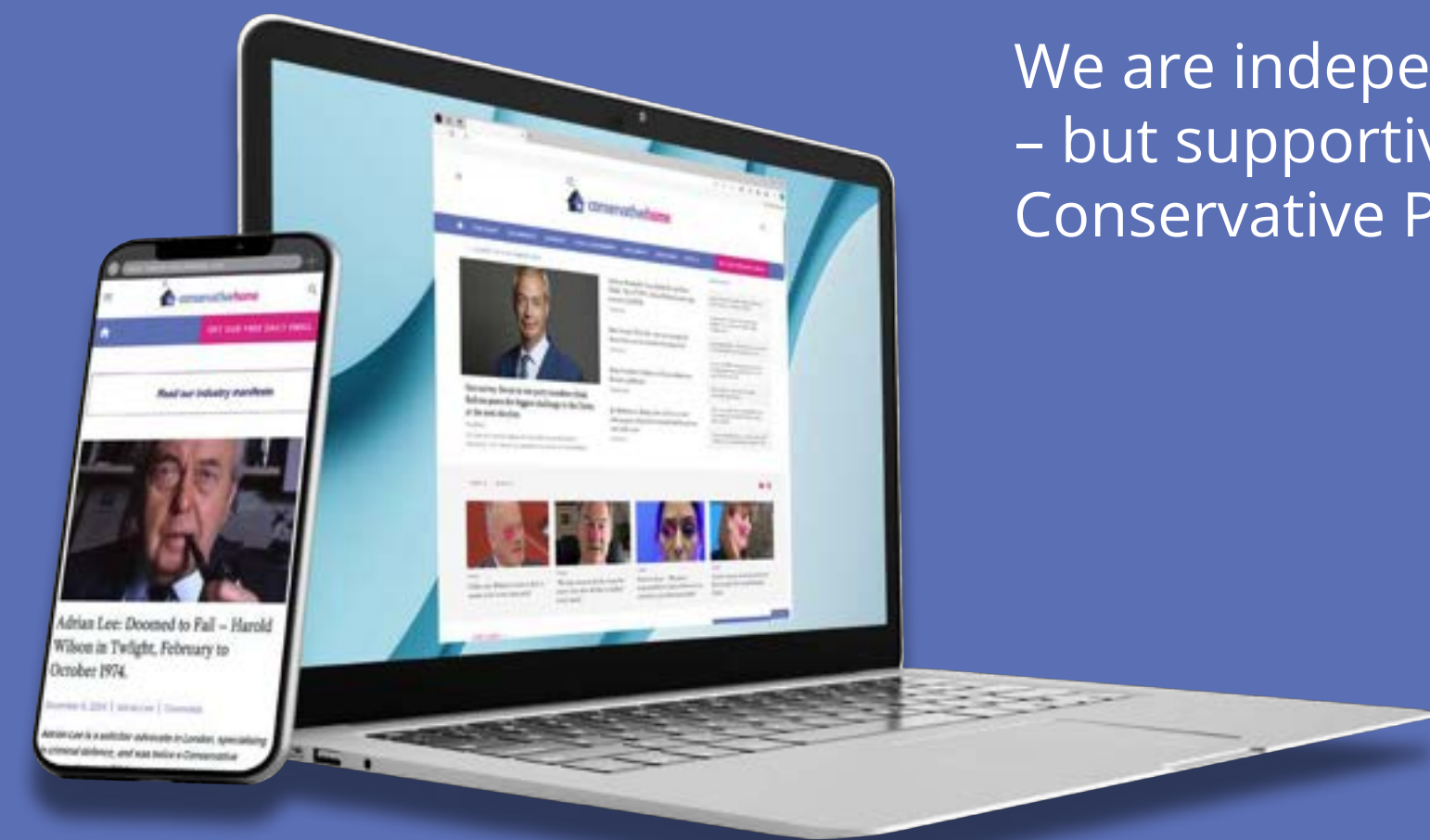
# Britain's leading independent conservative news and analysis site



Daily, year-round coverage of politics, current affairs, policy and ideas, the workings of the Conservative Party and developments within the broader centre right movement.

Our audience spans MPs, advisers and staffers, through to councillors and grassroots party members, activists and voters.

We are independent of  
– but supportive of – the  
Conservative Party.



# Authoritative news and debate on Labour across the UK



**LABOURLIST**

Readers and contributors come from across the party and beyond, from MPs, advisers, councillors and members to experts, pollsters, historians and campaigners.

Providing fast, reliable, and well-informed news on all things Labour, alongside a non-factional platform for insightful debate and analysis. We facilitate a broad range of perspectives, both within and outside the party, helping to shape its future direction.

*LabourList* is supportive but independent of the party, serving as a 'critical friend'.



# Delivering more parliamentary events than any other partner

Our Political Engagement team have been delivering parliamentary events for over 20 years. On average we produce 20+ bespoke events for our clients every year, from intimate roundtables to parliamentary receptions as well as larger events for hundreds of influential guests in and around the Parliamentary Estate.



**Bring together the most powerful policy makers in the UK with influential key stakeholders to help drive debate and build positive, long-lasting relationships**

Our history and network, alongside the neutral and accurate journalism across our media titles means our position within the political landscape is unsurpassed. People on all sides of the debate trust us to deliver the right message, at the right time, in the right way.

# The Total Conference Partner

Total Politics has been delivering successful events at Party Conference for over 10 years.

In this recent 2024 season we were the only team to deliver over 50+ fringe events at all four major conferences.



We ensure all our partners can engage with the key policy makers across the political spectrum. We have a unique relationship and trust with Parliamentarians established via our platforms including *The House* magazine, *PoliticsHome* and *Holyrood* magazine.

Our understanding and knowledge of the political landscape, tied with our impartiality, means we can attract the biggest and most influential speakers to our fringes, ensuring we deliver an engaging and high-quality schedule of events across the conference season.



# Organisations previously supported by our team include...



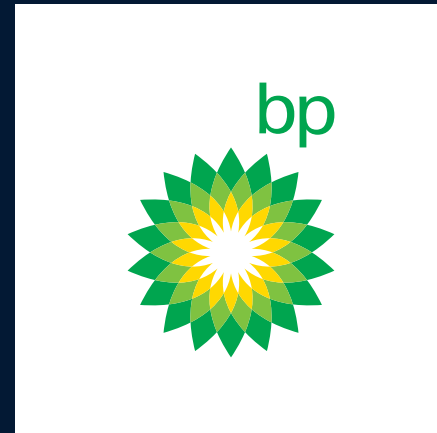
■ Advertising Association



■ Battersea Dogs & Cats Home



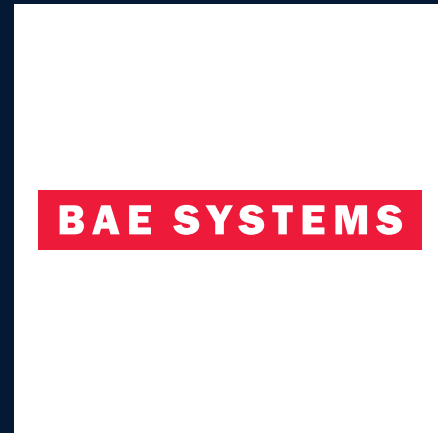
■ Believe Housing



■ BP



■ Antony Nolan



■ BAE Systems



■ British Retail Consortium



■ Energy Networks Association



■ Equinor



■ Key Cities



■ Legal & General



■ Lloyds



■ Logistics UK



■ MCS Foundation



■ MIMA



■ National Wealth Fund



■ National Farmers Union



■ NIA



■ Pearson



■ Port of Dover



■ Prostate Cancer UK



■ Publishers Association



■ Railway Industry Association



■ Roche



■ SSE



■ Thakeham



■ Thames Tideway



■ The University of Manchester



■ UNICEF



■ University of Nottingham

# •Total•Politics•