



THE  
**LUXURY**  
PROPERTY FORUM

# CONTENT GUIDE FOR MEMBERS

The Luxury Property Forum  
celebrates the successes and stories  
of its members.

Shine and make your voice heard  
with an active and relevant audience

# INTRODUCTION

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## ABOUT

The Luxury Property Forum's content guide was created to give members an opportunity to shine. This is your chance to share your important brand messages with an active and relevant audience. Whether you are launching a new product or service, celebrating a recent successful project, sharing innovative stories of the people behind your brand, or sharing research and insight, The Luxury Property Forum's platforms will make your voice heard.

## PLATFORMS

- [www.theluxurypropertyforum.com](http://www.theluxurypropertyforum.com) - Our website attracted 15,000+ unique monthly visitors
- The LPF social media - Instagram (approx 11,000 followers), Facebook (approx. 300 followers), LinkedIn (approx. 4,000 followers)
- The Luxury Property Forum Magazine (coming soon!)

## EDITORIAL GUIDELINES

Members are invited to send completed text copy and hi-res image(s) to [marketing@theluxurypropertyforum.com](mailto:marketing@theluxurypropertyforum.com).

Members must have permission to use and share the imagery submitted. Please let us know if the photographer should be credited in the image caption/s. The Luxury Property Forum shall not be responsible for any breach intellectual property rights. If a piece of content is time sensitive, please let us know the relevant dates. All content must meet our editorial guidelines, will be reviewed prior to publishing and it will run at the discretion of The Luxury Property Forum.

# CONTENT MENU

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1. **LPF Member of the Week** – Each week, we introduce you to one chosen member of The Luxury Property Forum.
2. **Member Updates** – A member update, e.g., an exciting new product or service launch, a completed project or a new team member.
3. **LPF Friends in Focus** – An interview with a friend of The Luxury Property Forum (either a partner or an affiliate), showcasing their business, background and any exciting new updates.
4. **Luxury Property Industry Leaders – In Conversation with ...** – We invite our gold and platinum tier member company Founders, CEOs and Managing Directors to be interviewed by The Luxury Property Forum’s Founder and CEO, Priya Rawal.
5. **Women in Luxury Property** – We invite our female members from all tiers of The Luxury Property Forum to share their business and career thoughts and advice.
6. **Industry Research & Insights** – Industry leaders within The Luxury Property Forum are invited to share authoritative thoughts and ideas from their area of expertise within their industry sector.
7. **LPF Partnerships** – The Luxury Property Forum facilitates the advancement of the luxury property industry through networking, developing strong collaborations, shared knowledge, experience and contacts. We invite members to share details of any partnerships or collaborative projects they have formed with other members of The Luxury Property Forum.

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# LPF Member of The Week

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**LPF Member of the Week** is an eight-question interview with a member of The Luxury Property Forum, showcasing their business, background and any exciting new company developments. This content option is restricted to senior team members and decision makers.

## Text Copy Required:

- Your first and last name, job title, company name.
- What does your company do and what makes it special?
- What led you to your current position?
- Describe a typical working day in your life...
- Are you currently working on any exciting projects?
- What has been your career highlight so far?
- Do you have any advice for someone looking to venture into your area of the luxury property industry?
- What do you love most about the luxury property industry?
- What does “luxury” mean to you?

## Images Required:

Please include a hi-res headshot and 1-3 hi res images relating to your answers. Landscape images work best. Please include any image credit / captions.

# Member Updates

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**Member Updates** are an opportunity for silver, gold and platinum tier members of The Luxury Property Forum to submit significant company updates, e.g., an exciting new product or service launch, a completed project, a new team member. Events-related coverage is encouraged, e.g., a company's involvement with London Design Week.

**Text Copy Required:**

500-750 words detailing your company update, written in third person. A call to action and relevant contact information / hyperlinks should be included within the piece.

**Images Required:**

Please send 1-5 hi res images relating to your text copy. Landscape images work best. Please include any image credit / captions.

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# Luxury Friend in Focus

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**Luxury Friend in Focus** is a 10-question interview with a friend of The Luxury Property Forum (either a partner or an affiliate), showcasing their business, background and any exciting new updates.

## Text Copy Required:

- Your first and last name, job title, company name.
- What does your company do and what makes it special?
- What led you to your current position?
- Describe a typical working day in your life...
- Are you currently working on any exciting projects?
- What has been your career highlight so far?
- Do you have any advice for someone looking to venture into your area of the luxury industry?
- What do you love most about working in the luxury industry?
- What would be your desert island luxury item?
- What does luxury mean to you?

## Images Required:

Please include a hi-res headshot and 1-3 hi res images relating to your answers. Landscape images work best. Please include any image credit / captions.

# Luxury Property Industry Leaders – In Conversation with...

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**Meet the Founder** is an opportunity for gold and platinum tier member company Founders, CEOs, Managing Directors, Managing Partners to be interviewed by The Luxury Property Forum's Founder and CEO, Priya Rawal. These ten question interviews are designed to highlight the person behind the brand, with a particular focus on business entrepreneurship.

## **Text Copy Required:**

- Please provide the name and a brief description of your company.
- What inspired you to start your company/join your company?
- What sets you as an industry leader and your company apart from others in the luxury property sector?
- Describe a typical working day in your life...
- What are some of the greatest challenges you have faced in your business so far?
- What are some of the highlights you have experienced since starting your company/joining your company?
- Who inspires you?
- What advice do you have for people looking to become an industry leader in the luxury property?
- In an ideal world, what does the future hold for you and your business?
- What does "luxury" mean to you?

## **Images Required:**

Please include a hi-res headshot and 1-3 hi res images relating to your answers. Landscape images work best. Please include any image credit / captions.

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# Women in Luxury Property

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**Woman in Luxury Property** is for female members from all member tiers of The Luxury Property Forum to share their business and career thoughts and advice. The aim of Women in Luxury Property is to inspire and inform other women around the world who might like to venture into the luxury property industry.

## Text Copy Required:

- Your first and last name, job title, company name.
- What is your job role within the company and what makes your company special?
- Did you experience any challenges whilst working your way up to your current position and if so, what inspired you to keep going?
- Describe a typical working day in your life...
- Are you currently working on any exciting projects?
- What has been your career highlight so far?
- Do you have any advice for other women looking to venture into your area of the luxury industry?
- What do you love most about working in the luxury industry?
- Is there another woman on whom you would like to shine a light, in the luxury property industry and why?
- What does luxury mean to you?

## Images Required:

Please include a hi-res headshot and 1-3 hi res images relating to your answers. Landscape images work best. Please include any image credit / captions.



# Industry Research & Insights

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**Industry Research & Insights** invites leaders within The Luxury Property Forum to share authoritative thoughts and ideas from their area of expertise within their industry sector. These articles are reserved for gold & platinum tier members and should aim to educate, enrich and provide value to the luxury property community.

**Text Copy Required:**

750 – 1,250 words detailing your Industry Research & Insight. A call to action and relevant contact information / hyperlinks should be included within the piece.

**Images Required:**

Please send 1-5 hi res images relating to your text copy. Landscape images work best. Please include any image credit / captions.

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# LPF Partnerships

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The Luxury Property Forum facilitates the advancement of the luxury property industry through networking, developing strong collaborations, shared knowledge, experience and contacts. We invite all members to share details of any partnerships or collaborative projects they have formed with other members of The Luxury Property Forum.

## **Text Copy Required:**

500-750 words detailing your LPF Partnership. A call to action and relevant contact information / hyperlinks should be included within the piece.

## **Images Required:**

Please send 1-5 hi res images relating to your text copy. Landscape images work best. Please include any image credit / captions

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