



**CIOB**  
People

NEWS FEATURES LEGAL OPINION

News

## CIOB warns construction SMEs: embrace social value or get left behind

News

### Aecom rolls out 'returnship' programme

**Construction jobs**

Buildings Surveyor:  
DIOCESE OF  
MANCHESTER

Project Surveyor: ETON  
COLLEGE

Project Director: R W  
ARMSTRONG & SONS  
LIMITED

Building Safety Regulatory  
Lead: HSE

## CIOB People: An exciting new content and events project at the heart of construction people development

The construction industry faces a skills gap that is pressing like never before, and the sector's senior leaders, its HR and training professionals are grappling with how to solve this problem. CIOB People is a new digital title and events programme that will address the information needs of any industry professional whose role includes recruiting and developing people. Content will range from video interviews and podcasts to expert guides and webinars, covering issues including women in construction, EDI, leadership, apprenticeships, flexible working, social value, mental health and much more. Our strategy will be steered by an experienced panel of 'construction people champions' and a coterie of 'Tomorrow's Leaders', industry professionals who are relatively new to the built environment. CIOB People aims to be the industry's hub for best practice in people development.

### CIOB People will cover a wide range of topics including:

- Women in Construction
- Equality, Diversity & Inclusion
- Learning & Training
- Maternity & Paternity
- Tomorrow's Leaders
- Mental Health
- Apprenticeships
- Employee Relations
- Leadership
- Social Value
- Wellbeing
- HR Tech
- Flexible Working

### Nadine Buddoo, Editor, CIOB People

As Editor of CIOB People, I am delighted to be working closely with the built environment's senior leaders to help address chronic skills shortages across construction. Through insightful and informative content across a range of platforms, CIOB People is ideally placed to become a vital resource for construction people development. Now is the time to help shape the response to the industry's skills challenges and engage with the construction workforce of today and tomorrow.



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Features

### How social value can give SMEs the competitive edge

CIOB's new special report sets out the advantages for SMEs of learning social value rules – and why they risk being left behind if they fail to do so

Meet the construction influencers shaking up social media

### Construction jobs

Buildings Surveyor:  
DIOCESE OF MANCHESTER

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Project Surveyor: ETON COLLEGE

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Project Director: R W ARMSTRONG & SONS LIMITED

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Building Safety Regulatory Lead: HSE

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Building Surveyor: WELWYN HATFIELD BOROUGH COUNCIL

### Most popular

- How social value can give SMEs the competitive edge
- Meet the construction influencers shaking up social media
- Katy Dowding appointed Skanska UK's first female CEO
- Can apprenticeships help to solve the skills shortage?

Women making it big in cranes

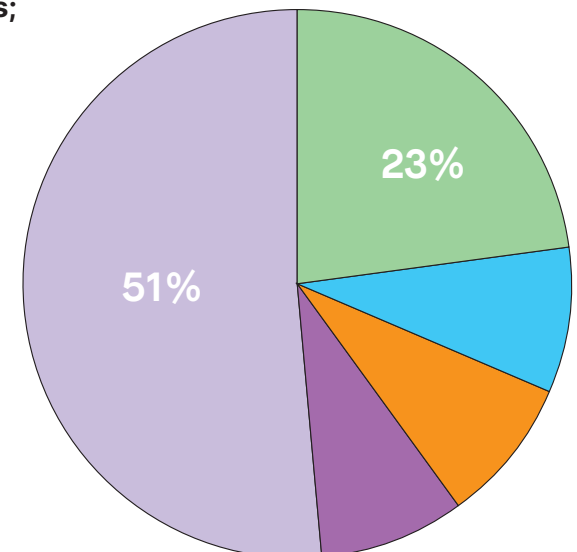
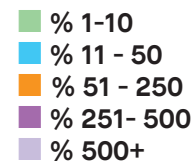
## Audience

CIOB People will be promoted to the CIOB membership and a wider audience of construction professionals totalling 69,000. 63% of the CIOB membership are in mid to senior management with a further 24% working at Director level, key policy makers working throughout the leading construction companies in the UK.

CIOB members are dedicated to the highest standards of professionalism, innovators and forward thinkers working throughout the leading construction companies in the UK.

## Readership research

- 51% of CIOB members work in organisations employing over 500 staff Includes the UK's top 10 contractors;
- Balfour Beatty | Skanska
- Laing O'Rourke | Morgan Sindall
- Kier | Galiford Try | Vinci
- Costain | Willmott Dixon



## Commercial Opportunities

### CIOB People Podcasts

A monthly podcast discussing people development featuring insights from trailblazers on issues around EDI, company culture and organisational change. Our audience will learn from experts in their field on how to modernise their organisations.

Through sponsorship your organisation will benefit from aligning its values with a forward thinking agenda. We also offer the opportunity to create podcasts around your chosen people based topics enabling your organisation to lead the conversation and shape the agenda around key people management issues.

#### Sponsor Benefits:

##### Option one – sponsored story

- Sponsorship of story in a monthly podcast aligning your content alongside our editorial agenda.
- Pre and post podcast ads on your session. 15-30 seconds at the start of the podcast and after the session concludes.
- Branding on all promo material sent out to promote this podcast, includes emails to 69,000 construction professionals in including the CIOB membership.

- A solus bespoke email promoting the podcast session to our full audience.
- Full collaboration with the CIOB people team on tailoring your content to our audience.

**Investment - £4,500**

##### Option two – podcast creation

- Collaboration with CIOB People team on the creation of a 30 min podcast featuring three stories on topics chosen by our sponsor.
- Pre and post podcast ads on this session.

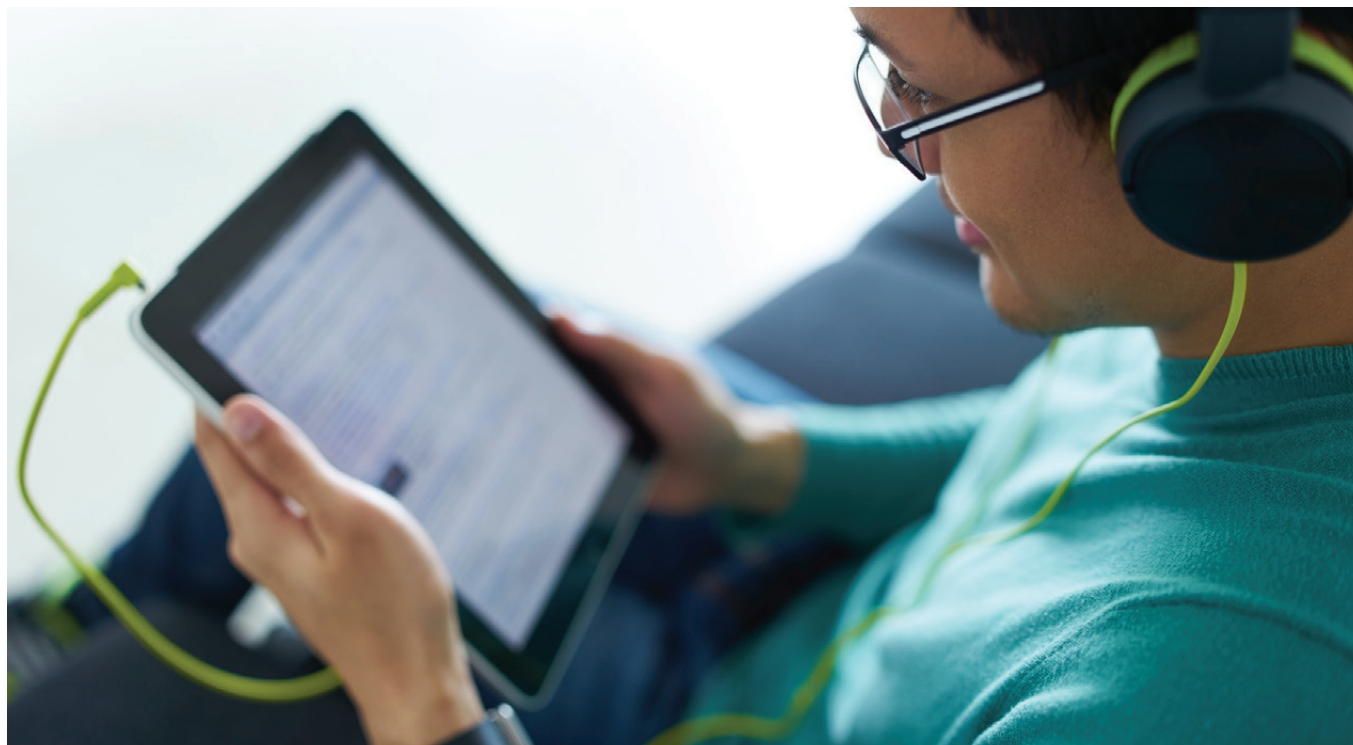
15-30 seconds at the start of the podcast and after the session concludes.

- Branding on all promo material sent out to promote this podcast, includes emails to 69,000 construction professionals in including the CIOB membership.

- Dedicated email promoting the podcast session to our full audience.

Pre and post editorial promotion previewing and summarising the podcast content.

**Investment - £6,000**



## Commercial Opportunities

### CIOB People Summits

Bringing together professionals across the industry to present examples of best practice in people management. A live video webinar featuring presentations from industry leaders on the initiatives that shape and enrich their organisations, bringing women into construction, engaging with the local community via a project, working with ex-offenders. Real people talking through real projects, initiatives and strategies. Each session will be an hour of live content with three 15-minute presentations and a 15-minute Q&A. The details of anyone registering for the session will be passed to our sponsors for future use.

#### Reach

- Bespoke emails promoting registration for the webinar and promoting the recording of the webinar reach the CIOB membership and wider construction audience online of 69,000 subscribers.
- Extensive engagement with the live audience on the day.
- Over 300 registrations per session.



#### Key benefits

- A one hour event online with live PowerPoint presentations and audio commentary.
- A full promotional programme to source online participants and promote the video of the finished webinar.
- Assistance in sourcing industry professionals to present on your topic.
- Data returned to sponsor of all registrations for their webinar session.

**Investment: £7,000**



## Commercial Opportunities

### CIOB People Content

The guaranteed publication of content to the CIOB People audience – project case studies showing the positive societal impact construction can have, day in the life pieces with pioneering people, glass-door pieces giving an idea of what it's like working for an organisation. Guaranteed promotion to our complete audience of 69,000 construction professionals including the CIOB membership. Ideal for profile raising and candidate attraction.

#### Online partner pieces

Housed on one of our three websites and distributed via our various e-newsletters to 69,000 subscribers. Given a prominent position on the homepage under our partner content sections for one month. Full social media promotion to our 30,000+ Twitter followers.

**Investment: £1,500**



#### Bespoke Emails

Your content solely sent to our construction industry audience of over 69,000 subscribers. Co-branded with CIOB People to ensure a high open rate and create association with trusted CIOB brand.

- Bespoke emails achieve an average 25% open rate- the most effective way to communicate a message to our exclusive audience.

**Bespoke Email Cost: £1,750**