

TECH TALES DECK



Stories of Collaboration



Produced by



UKPropTech
ASSOCIATION

Part of Real Estate:UK (RE:UK)



**"Real stories. Real Transformation.
Real estate."**

The Opportunity

The real estate sector is at a critical point of transformation.

- AI and emerging technologies are rapidly reshaping how assets are managed, operated, and experienced.
- Investors, customers, and the wider market increasingly expect businesses to have a clear technology strategy.
- While adoption is accelerating, organisations are increasingly demanding proven, real-world examples of successful implementation that demonstrate measurable operational outcomes and work across evolving, integrated operating models.
- A key challenge is the lack of visible, credible case studies from peers.

Tech Tales exists to close this gap by showcasing real-world success stories



UKPA's Role

We sit at the centre of the UK's PropTech ecosystem.

- We represent a diverse membership of PropTechs solving various pain points within the sector, tech investors and service providers.
- As part of Real Estate UK (RE:UK) from 2026, we are closely aligned with the organisations adopting technology, giving us the opportunity to better understand their needs and challenges.
- Through our events we have had the opportunity to bring the clients and their vendors together and want to take this next step to showcase real world collaboration.



What is Tech Tales?

Tech Tales is a professionally produced podcast series focused on real adoption stories. In 2024 we launched an initial version of the series which gained high traction and engagement. This year we are reintroducing the series with members at the forefront and more resources to deliver the series in the best possible format.

Each episode brings together:

- A PropTech company
- A real estate client or partner

Through honest conversation, we explore:

- Why technology was adopted
- How collaboration worked in practice
- What outcomes were achieved



Why this Matters?

Despite increasing investment in PropTech:

- Many decision-makers remain cautious about adoption.
- There is a disconnect between innovation and implementation.
- The market lacks transparent, experience-led insights.

Real-world case studies and shared experiences are a valuable part of how organisations assess and adopt new technologies.



What we Showcase?



The Challenge

What problem or inefficiency needed to be addressed?



The Collaboration

How did the client and PropTech partner work together?



The Impact

What tangible results were achieved (efficiency, cost, experience)?



The Future

What lessons were learned and what comes next?

Target Audience

The series targets the whole industry with the aim to involve various organisations that are part of the Real Estate ecosystem.

- Participants would include UKPA members and their real estate clients.
- Episodes would be distributed to our network inclusive of BPF, AREF and IPF members and then through other channels to the wider ecosystem.



Execution & Distribution

Tech Tales is designed to deliver both premium content and targeted reach.

Production

- UKPA will be responsible for production and execution.
- Episodes to be filmed at Blueprint Studios, a broadcast-quality video and audio podcast space.
- Professionally edited, studio-based episodes.
- Consistent visual branding across the series.



Distribution & Marketing

- Episodes will be distributed through Spotify & Apple with video clips distributed on our LinkedIn (11,000 followers).
- Inclusion in UKPA & RE:UK newsletters (5000+ reach).
- Featured on our website where relevant.
- Relevant episodes to be repurposed as insights on our Knowledge Hub page.



Why Sponsor the Series?

Industry Leadership

Position your organisation as a leader in real estate innovation.

Brand Credibility

Strengthen trust with clients, partners, and industry peers.

Innovation Showcase

Share real-world technology adoption stories, challenges, and successes.

Digital Transformation

Demonstrate tangible progress in operational and digital improvement.

PropTech Engagement

Connect directly with the PropTech ecosystem and industry decision-makers.

Sponsorship Package

Series Sponsor- £5,500 (VAT included)

- Exclusive intro/outro across all videos.
- Ad placement (promoting relevant projects/announcements)
- Logo placement across all episodes.
- Branded mentions within each episode.
- Inclusion in all marketing and social promotion.
- Feature in newsletters and UKPA/RE:UK communications.
- Exclusive feature on our Knowledge Hub
- 2 free tickets in addition to membership allocation to the UK PropTech Awards.
- Opportunity to sit on the judging panel for the UK PropTech Awards.
- 20% discount on sponsorship packages for the UK PropTech Awards.



THANK YOU

For any further questions about the package and the series, kindly reach out to shweta@ukproptech.com



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