

YOUNG DRIVER FOCUS 2027

19th May 2027 | Royal Automobile Club, Pall Mall, London

In association with



Supported by
westcotec



Organised by
Road SafetyGB



A packed out Mountbatten Room listening to the DVSA update.

BACKGROUND

Young Driver Focus (YDF) is the UK's leading conference dedicated to reducing young driver casualties.

Delivered in partnership by FirstCar, Road Safety GB and the RAC Foundation, this flagship one-day event brings together the people, organisations and ideas shaping the future of young driver safety.

Since launching in 2013, Young Driver Focus has become a must-attend fixture for road safety professionals, policy makers, educators and private sector organisations committed to making a measurable difference.

Taking place on Wednesday 19th May 2027 at the prestigious Royal Automobile Club, Pall Mall, London, the event attracts more than 175 delegates from over 100 organisations across the public and private sectors.

For sponsors and exhibitors, Young Driver Focus offers something increasingly rare - direct access to a highly targeted audience of influential, engaged decision-makers, all gathered in one place.

The event enjoys strong support from key national stakeholders including DfT, DVSA, IAM RoadSmart, PACTS, RoadSafe, Road Safety Scotland and RoSPA, creating a powerful environment for networking, relationship building and commercial conversations.

With a strong track record of sell-out events, exceptional delegate satisfaction and a high proportion of first-time attendees each year, Young Driver Focus offers a premium platform to raise awareness, showcase your organisation and build meaningful connections within the road safety sector.

View photo slideshow

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An engaged audience of road safety professionals.



Gill Starkie from GEM Motoring Assist welcomes delegates.

TARGET MARKET

Young Driver Focus attracts a highly engaged audience of senior road safety professionals from across the UK, alongside selected private sector organisations working in the sector.

Attendees include local authority road safety officers, road safety partnerships, police forces, fire and rescue services, government representatives, national road safety bodies, driving schools and commercial organisations with a shared interest in reducing young driver risk.

These are experienced professionals, influencers and decision-makers, many of whom can be difficult to reach through conventional marketing channels.

For sponsors and exhibitors, Young Driver Focus provides a rare opportunity to meet this audience face-to-face, build relationships and accelerate conversations that might otherwise take months to develop.

Delegates travel from across the UK, with occasional international attendees, reinforcing the event's status as a nationally respected gathering for the sector.

CONTENT

Young Driver Focus delivers a fast-paced, content-rich agenda designed to inform, challenge and inspire.

The programme features respected speakers from across the public and private sectors, sharing research, case studies, innovation and practical strategies aimed at improving young driver safety outcomes.

Sessions are concise, engaging and future-focused, creating a dynamic environment that keeps delegates energised and actively involved throughout the day.

This high-quality content is a key driver of the event's reputation, attracting an influential audience and creating an environment where sponsors benefit from meaningful engagement with motivated attendees.

POWERFUL MARKETING REACH

Young Driver Focus benefits from the combined reach, credibility and marketing power of its organising partners; FirstCar, Road Safety GB and the RAC Foundation.

Together, the event is promoted through extensive email campaigns, newsletters, websites, partner channels and direct outreach across a dedicated nine-month campaign.

This powerful marketing activity ensures strong awareness, sustained engagement and a high-quality delegate audience.

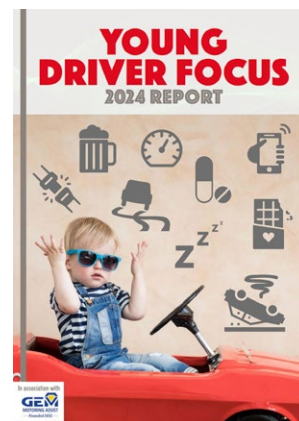
For sponsors, this means your brand benefits not just on the day itself, but from months of exposure in the build-up through trusted, highly respected channels.

POST EVENT REPORT

The commercial value of Young Driver Focus extends well beyond the event itself.

Following the conference, a comprehensive post-event report capturing the key insights, highlights and learnings from the day is distributed to more than 20,000 road safety professionals through partner networks and wider sector media channels.

For advertisers and sponsors, this delivers valuable additional exposure long after the event has ended, extending campaign life, reinforcing brand visibility and increasing return on investment.



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PRE-EVENT DRINKS RECEPTION

The networking starts before the main event even begins.

On the evening before Young Driver Focus, delegates, speakers, sponsors and organisers come together for an exclusive pre-event drinks reception in central London, creating a relaxed, informal environment for high-quality networking ahead of the conference itself.

Held just a short walk from the Royal Automobile Club, this well-established event has become a valuable part of the Young Driver Focus experience in its own right.

Guests enjoy a quality finger buffet alongside drinks, helping create a welcoming and sociable atmosphere that encourages conversation and connection.

With many delegates travelling to London the night before, the reception typically attracts around 75 attendees, offering sponsors and exhibitors an additional opportunity to build relationships, start conversations early and maximise the value of their involvement.

For many partners, some of the most valuable conversations happen here.

EXHIBITOR ZONE

The Young Driver Focus Exhibitor Zone offers direct access to one of the UK's most influential young driver safety audiences.

With space strictly limited to just ten exhibitors, this is a highly targeted and exclusive opportunity to engage directly with delegates throughout the day. Exhibition space consistently sells out.

Positioned on the same floor as the main conference room and split across two exhibition areas, the Exhibitor Zone sits at the heart of delegate activity, with registration, refreshments and lunch all taking place within the same space.

This creates repeated, high-quality engagement with attendees across multiple touchpoints throughout the day — far more valuable than a brief exhibition-only window.

For organisations looking to build awareness, generate meaningful conversations and develop valuable sector relationships, Young Driver Focus offers an exceptionally efficient face-to-face opportunity.

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SPONSORSHIP PACKAGES

Align your organisation with the UK's leading young driver safety conference and reach an influential audience of road safety professionals, decision-makers and sector stakeholders. Young Driver Focus sponsorship packages deliver premium visibility, meaningful engagement and strong return on investment through trusted partner marketing channels, on-the-day exposure and valuable post-event reach.

All prices subject to VAT.

GOLD SPONSOR – £12,495

RESERVED

“Young Driver Focus in association with **Headline Sponsor**”

The sole headline sponsor title will be used alongside the event logo in all references and marketing collateral, including all branding and the event website.

Additional benefits:

Sector exclusivity

- 12m sq stand, in prime location
- Sponsor thanks in the introduction and closing speeches
- Branding
 - delegate brochure: cover logo, full-page welcome message, outside back cover advert, 100-word exhibitor listing
 - event website
 - email communications
 - promo video to play on-screen during all intervals
 - post-event report: cover logo, full-page welcome message, outside back cover advert
- Promotion via all publicity and press releases
- Four 800mm x 2m pull-up banners (provided by sponsor)
- Access to all delegate names, job titles and companies represented
- Six delegate passes - worth £1,980
- Four staff stand passes
- Four invitations to pre-event drinks reception.

SILVER SPONSOR – £4,995 (X3)

The event logo will be suffixed with “supported by” the silver sponsor logo, which is used in print, online, and on event banners and screen projections at the event. There will be a maximum of three silver sponsors.

Additional benefits:

- 6m sq. exhibition stand in a good location
- Sponsor thanks in opening and closing speeches
- Branding
 - delegate brochure: inside front cover full-page advert, 75-word exhibitor listing
- event website
- email communications
- promo video to play on-screen during all intervals
- post-event report: full-page advert
- promotion via all publicity and press releases
- Two 800mm x 2m banners (provided by client)
- Access to all delegate names, job titles and companies represented
- Four delegate passes - worth £1,320
- Two staff stand passes
- Two invitations to pre-event drinks reception.

LUNCH SPONSOR – £2,495 (X1)

The lunch sponsor will be recognised by having their logo in print, online and on-screen projections at the event.

Additional benefits:

- 6m sq. exhibition stand
- Branding:
 - event website
 - 2 x banners around catering stations
 - on screens during all intervals
 - display cards on all catering stations
 - delegate brochure: half-page advert, 25-word company description
- Sponsor thanks pre and post-lunch
- Two delegate passes - worth £660
- Two invitations to pre-event drinks reception.

EXHIBITION SPACE – £1,495 (X10)

There is a limited amount of exhibition space for a select number of companies. Over the one-hour period, the exhibitors will be able to interact with the delegates at registration, during midmorning refreshments, and during lunch.

- 3m x 2m exhibition space
- Delegate brochure and website: company logo, 50-word exhibitor listing, contact details
- Two staff stand passes
- Two invitations to pre-event drinks reception
- Invitation to pre-event drinks reception x2
- Lunch and refreshments provided
- Electricity, Wi-Fi, a table and chairs are provided.

LANYARDS – £1,495

RESERVED

All delegates, exhibitors, speakers, and organising staff will wear lanyards during the day. These will be in the sponsor's colours and carry the company name and logo.

Additional benefits:

- 2 x pull-up banners at the conference - client to supply
- Branding on the event website
- Two delegate passes - worth £660
- Two invitations to pre-event drinks reception
- Delegate brochure: full-page advert, 25-word company description listing
- Access to all delegate names, job titles and companies represented.

DELEGATE BROCHURE

- Double page advert - £625
- Full page advert - £375
- Half page advert - £225

NB, the adverts will appear in both the printed delegate brochure handed to all delegates on the day (175) and the digital post-event report sent to 15,000+ road safety professionals, where the adverts will be hyperlinked.

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YOUNG DRIVER FOCUS FEEDBACK*

Young Driver Focus continues to receive outstanding feedback from delegates, reflecting both the quality of the event and its importance within the road safety calendar.

*61 delegate comments, 2026 event.

Pre-drinks reception	100%
Content	100%
Organisation	100%
Location	100%
Refreshments	98%
Exhibition	100%
Value for money	98%
Overall event	100%

“One of the most valuable young driver road safety events in the calendar.”

“An excellent way to quickly get up to speed on the latest young driver challenges, trends and solutions.”

“A fascinating, brilliantly curated day with plenty of practical takeaways.”

“The young driver voices were incredibly powerful — essential listening for anyone in this space.”

“Fresh thinking, brilliant collaboration and genuinely actionable ideas.”

“Excellent speakers, fantastic networking and real insight into the future of young driver safety.”

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