



In partnership with:



*Life of the Prophet*  
**Muhammad**  
*Conference*



*Celebrating the Prophet's legacy*

*Saturday 30<sup>th</sup> September 2023*

*The ICC, Birmingham*

Media Partners



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*“WE HAVE SENT  
YOU ‘O PROPHET’  
ONLY AS A MERCY  
FOR THE WHOLE  
WORLD.”*

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*Surah Al-Anbiya, Verse 107*



# INTRODUCTION

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These days, strong leadership and clear moral guidance are needed more than ever. As Muslims, we are privileged to have the example of the life and teachings of the Prophet Muhammad ﷺ to guide us. Islam Channel & Islam Channel Urdu will be hosting the first annual ***Life of the Prophet Muhammad ﷺ Conference*** in partnership with ILM UK on Saturday 30th September 2023 at the ICC Birmingham, in the heart of the UK.

The conference will be a celebration of the month of Rabi al-Awwal and will honour Prophet Muhammad's ﷺ life, legacy and teachings bringing together scholars and academics, religious and community leaders from across the world for lively discussion and debate. This will be a unique opportunity for Muslims and non-Muslims to come together and share insights and exchange views.

The day-long conference and exhibition will be engaging and inspiring for those of all ages and from all backgrounds and will share the universal message of the Prophet, which is peace, justice, and kindness to all living beings.

*The Prophet said,*

*“Allah, the Blessed  
and Exalted is kind and loves  
kindness.”*

*Narrated by Khalid ibn Madan*

# PROPHET MUHAMMAD



Prophet Muhammad ﷺ was born in Makkah in 570 AD. He received his first revelation from the angel Jibril at the age of 40 and went on to spread the teachings of Islam for the next 23 years of his life. It was through him that Allah revealed the Quran as divine guidance for humankind.

The Prophet's life was filled with challenges and trials, from persecution by the ruling Quraysh tribe to battles with neighbouring tribes. Despite these difficulties, he remained steadfast in his mission of spreading the word of Allah and establishing a just and compassionate society.

Throughout his life, Prophet Muhammad ﷺ emphasised the importance of compassion, justice, and inclusion. He preached that all people were equal in the eyes of God, 'with only piety towards God as the discernor' and that kindness and generosity were central to the practice of Islam. He also worked to establish a community that reflected these values, and the city of Madinah, where he later established his base, became known for its peaceful and harmonious society.

Today, the impact of the Prophet's life on humanity is still being felt, both within the Muslim community and beyond. His teachings on social justice and compassion continue to inspire people around the world, and his vision of a just and equitable society is needed now more than ever.

The LPM conference is a vital way to engage with the legacy, life and teachings of the Prophet Muhammad ﷺ and explore how his message can continue to shape our world today.



# CONFERENCE HIGHLIGHTS

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The LPM Conference in partnership with ILM UK will be attended by over 2000 visitors. Scholars, researchers, intellectual thinkers, and community members will come together to deepen their understanding of the life and teachings of Prophet Muhammad ﷺ, and to consider how they can be applied to contemporary challenges and issues.

Sessions and talks will be held during the day, with panel discussions and an opportunity for engagement and open questions from the audience and media. Ultimately, by studying and celebrating the life of the Prophet ﷺ we can continue to be inspired by his teachings and work towards a more just and compassionate society for all.

- *UK & International Speakers*
- *Educational Talks*
- *Question & Answer Sessions*
- *Opportunity to meet Islam Channel Scholars*
- *Exhibition*



# CONFERENCE OBJECTIVES

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## Life of the Prophet Muhammad Conference



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*Celebrating the Prophet's legacy*

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To address the lack of understanding and awareness of the Prophet Muhammad ﷺ and his teachings

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To highlight the principles, values, and history of the Prophet Muhammad ﷺ

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To build bridges of understanding between peoples of different or of no religious background

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To bring together the Muslim community to celebrate the month of Rabi al-Awwal and the life of the Prophet Muhammad ﷺ

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To promote universal values: the teachings and legacy of the Prophet Muhammad ﷺ are rooted in universal values that are relevant to all people, regardless of their faith or background, such as honesty, integrity, and kindness.

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To promote social cohesion: the message of the Prophet Muhammad ﷺ stressed the importance of community and social cohesion, which is relevant in today's world of increased individualism and fragmentation.

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To promote awareness of the teachings of the Prophet Muhammad ﷺ amongst young people and children to ensure that the next generation has access to reliable sources of information about his teachings and life

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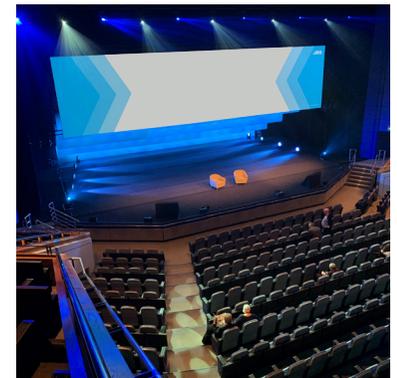
To promote peace and harmony: the Prophet Muhammad's ﷺ message was centred around peace, compassion, and forgiveness, which is crucial in today's world of increased conflict and violence.

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# EVENT VENUE

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The first annual conference will be held at the ICC Birmingham. The International Convention Centre is a major conference venue in the heart of England, in Birmingham. Its excellent transport links will ensure that it draw attendees from across the country, not only from the Midlands but also from the north, London and further afield.



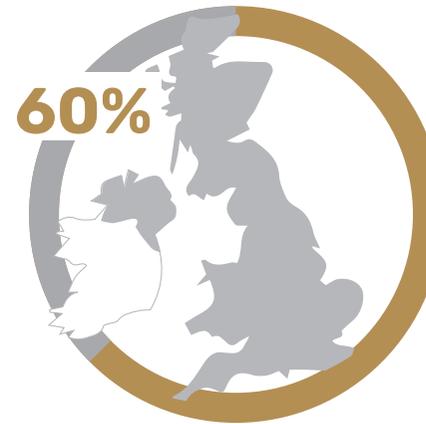
# PARTNERSHIP WITH ISLAM CHANNEL

The LPM Conference provides a unique opportunity for exposure to an audience of over 2000 visitors on the day, representing community members, speakers, scholars, community leaders and leading lights of the business and not-for-profit sectors, all gathered under one roof. It will bring together guests of all ages to celebrate, learn and be inspired.

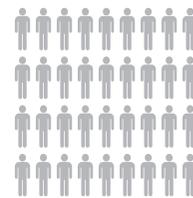
The event will also be promoted across Islam Channel, Islam Channel Urdu and Islam Channel Bangla's TV and digital platforms from July and in the lead-up to the event, reaching millions of people in the UK and beyond. Furthermore, the entire event will be broadcast live on Islam Channel, Islam Channel Urdu and Islam Channel Bangla providing an unrivalled opportunity for brand exposure amongst the British Muslim community and worldwide.

Highlights of the workshops and speeches will also be shown across the Islam Channel and Islam Channel Urdu digital and social media platforms and featured on its apps, providing a permanent record of the event, and ensuring its benefits are felt long after the event.

The perfect occasion to get your brand in front of our audience.



According to **BARB** data, combined with home office figures, Islam Channel reaches **60% of British Muslims.**



**2.2 million**

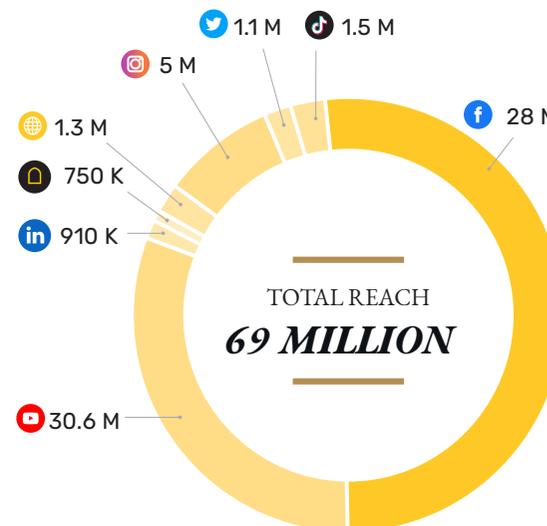
Live TV viewers monthly in the UK alone



**£150 million**



Raised through live charity appeals on Islam Channel

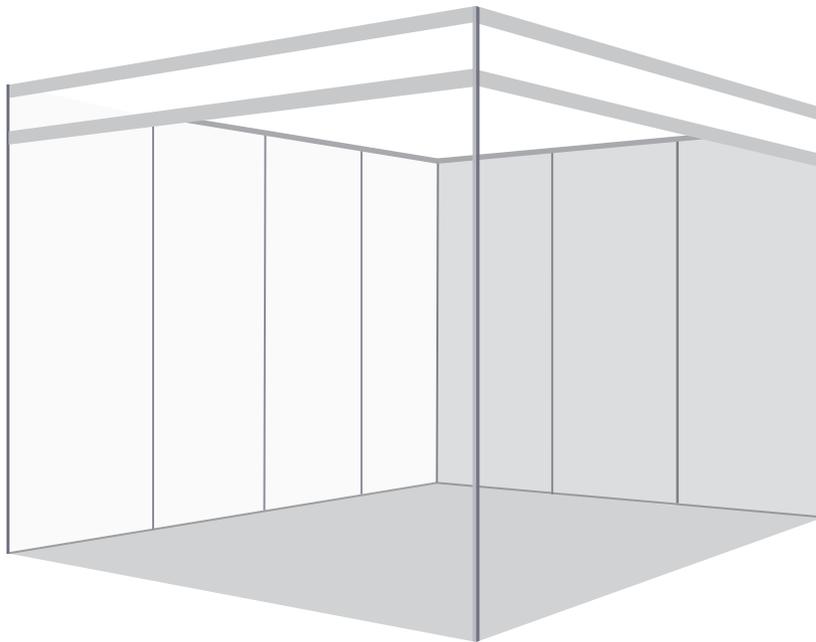


Islam Channel's **online reach** across all digital platforms

- YOUTUBE
- FACEBOOK
- TIKTOK
- TWITTER
- INSTAGRAM
- WEBSITE
- LINKEDIN
- APP PLAYS

# EXHIBITION OPPORTUNITIES

*Shell Scheme Price*  
*From £160 + VAT per m<sup>2</sup>*



The exhibition is free to attend. With over 2000 attendees, renowned national and international speakers, and high-profile guests, the LPM exhibition offers unparalleled opportunities for exposure to a large audience gathered in one location.

## *Exhibiting Time*

Saturday 30<sup>th</sup> September, 10.30 am – 7.30 pm.

## *Exhibition Package*

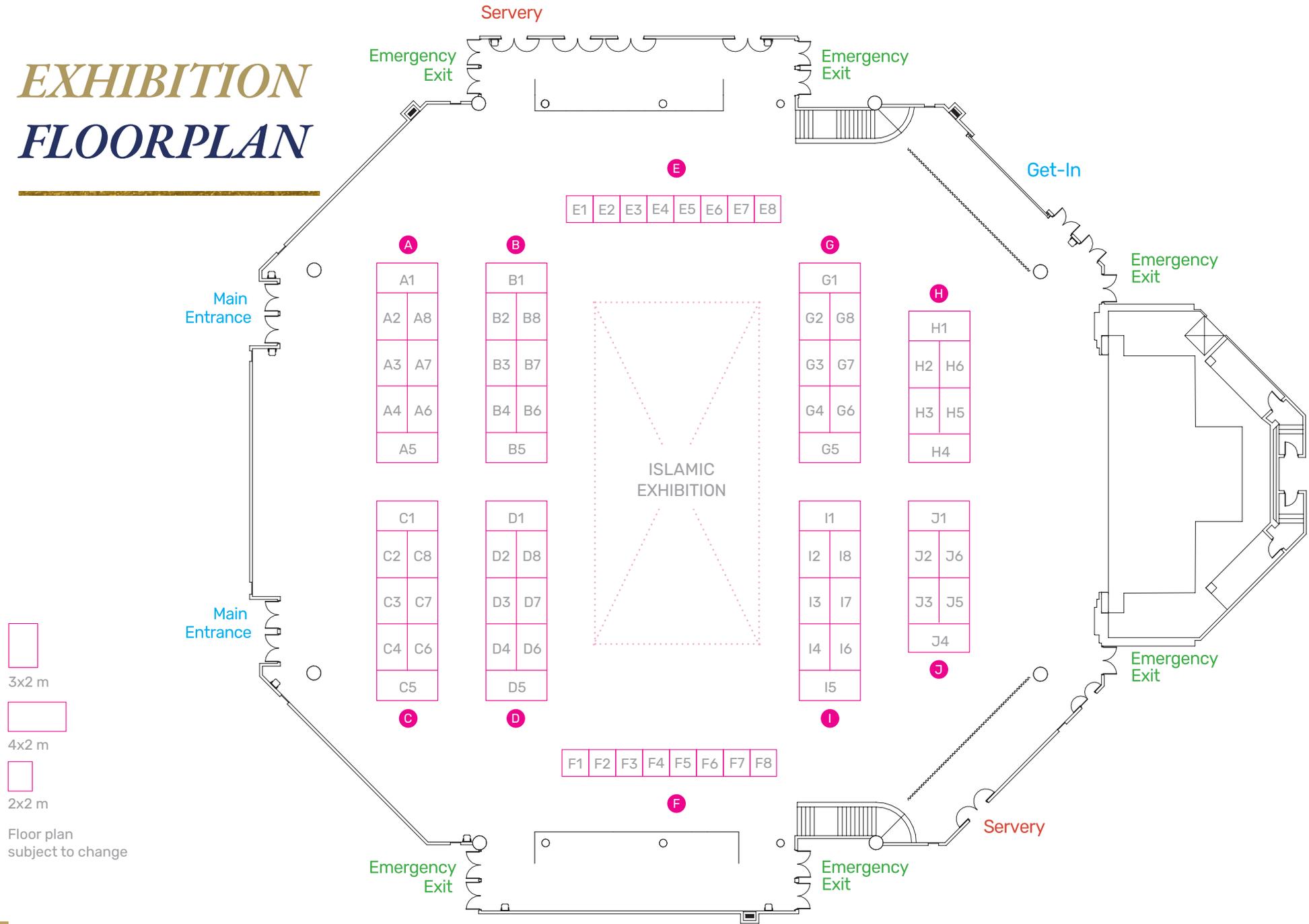
Package A:	2 x 2 metre booth	£640 + VAT
Package B:	3 x 2 metre booth	£960 + VAT
Package C:	4 x 2 metre corner booth	£1480 + VAT

The above includes.

- Wall panels
- Name Board
- 2 x spotlights
- 1 x 6ft table & 2 chairs
- Logo on the website
- Logo on event brochure
- 3 complimentary seats for the conference

Any extra features such as power and electrics, wifi and furniture need to be arranged separately with the official contractors

# EXHIBITION FLOORPLAN



# *OTHER OPPORTUNITIES*

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## *PRESS BANNER*

Logo on the press panel in exhibition area,  
Photographed by press and attendees

**£2,500**

## *30 SEC ADVERT DURING THE CONFERENCE*

Broadcast your 30 sec advert to  
an audience of 1500 attendees

**£1,000**

## *BROCHURE ADVERTISEMENT*

Full page advert in brochure,  
distributed to all attendees

**£750**

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