



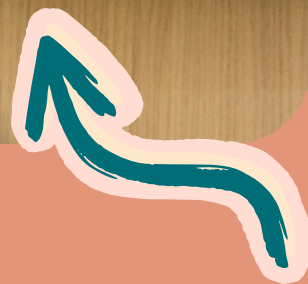
Sara Seravalli

Brand Ambassador for the Built Environment



Who I Am

With **15 years of experience** in design and architecture, I have developed a strong foundation in storytelling, event production, and community engagement within the built environment.



Key Roles & Background

01

#DesignPopUp
Founder

Spearheading
innovative
industry events
since 2014.

02

Podcast Host

Engaging
conversations
with design
leaders and
influencers.

03

Industry
Judge

Evaluating
excellence in
property awards
annually.



My Audience

Focused on **influential professionals** in architecture and design, my audience drives decisions within the built environment, bringing together key **stakeholders** to shape impactful spaces.

My Audience: Demographics and Reach



Insights into my professional network



85%

Professionals in the design industry

Engaged audience focusing on architecture and design



60%

Decision-makers and influencers

Target audience shaping the built environment

Digital Presence

Exploring My Online Engagement Channels



LinkedIn Impact

48k post impressions in 90 days reflect strong professional engagement.

Instagram Growth

1,800 followers showcase a vibrant visual storytelling community.

YouTube Engagement

300 views last month indicate growing audience interest.

Established Podcast

The **Design Lives Here podcast** is now listened to by industry professionals across the UK



Work in Action

Engaging Video Content Creation

Video content plays a pivotal role in showcasing my **creative storytelling**. I conduct long-form interviews, collaborating with designers and cultural figures to deliver meaningful conversations that resonate.



Work in Action: Events and Press



Events

Through carefully curated, one-of-a-kind events, I have consistently brought together designers, architects and industry audiences — fostering genuine connections and keeping the conversation around the built environment current, relevant and alive.

Industry Expert

I am a regular judge at the Herald Property Awards, one of Scotland's most prestigious built environment accolades. It's a role that reflects both my standing in the industry and my commitment to championing work that raises the bar for the places we live, work and gather in.

Media Features

I have been featured in **The Herald**, discussing significant urban regeneration projects in Glasgow, highlighting my role in shaping conversations around design and community impact.

What I Offer Brands



Public Speaking

Engaging, warm, and industry-rooted - I bring built environment audiences to life from any stage

Podcast Production

Complete production services, from scripting to guest strategy and hosting.

Written Content

Engaging long-form articles and storytelling to resonate with target audiences.

Event Production and Hosting

Conceptualization, production, and moderation of impactful industry events.

A&D Strategy

Strategic insights and relationship building within the specification market.

Rate Card



Public Speaking

From £500

Podcast Production

Per episode £400 - £600
Per Series (4ep/mo)
£1.200 - £1.500

Written Content

Per piece £350 - £500
Day Rate £500

Event Production and Hosting

Event hosting: from £400
Event Production day rate £600
VIP Dinner hosting: £600 - £800

A&D Strategy consultant

Day Rate £600
Retainer £1.000 - £2.000

Let's Talk

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