

sara
magson

CONTENT
STRATEGIST

BRAND-BUILDING
COPYWRITER

CONTENT
MARKETER

Index Shortcuts



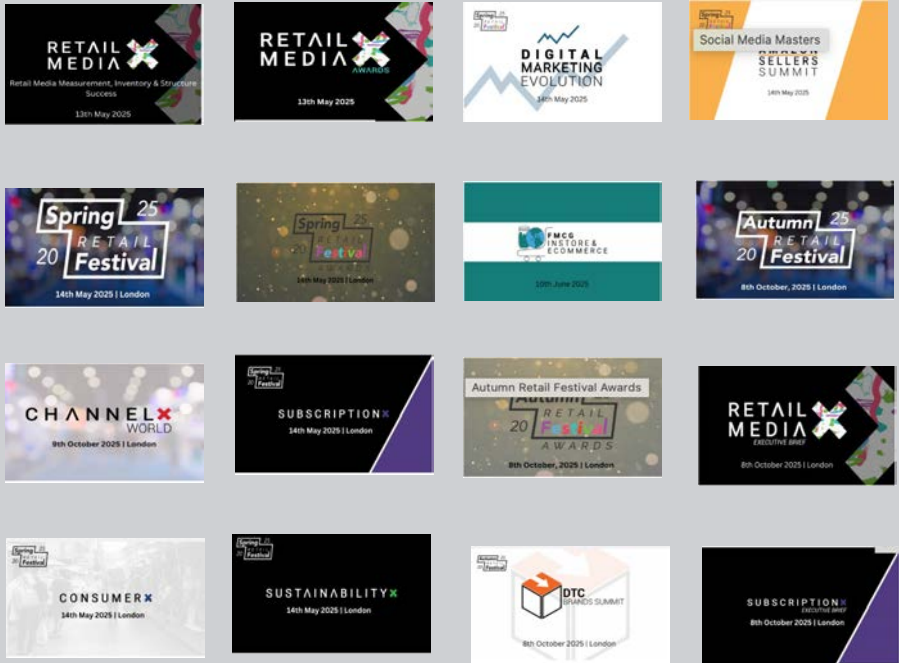


CONSULTING CONTENT MARKETING LEAD

Supporting the growing events arm of established retail industry publisher, Internet Retailing

- Supporting +50% growth of events portfolio in its second year
- Positioning copy across 16 events
- On point, timely, segmented B2B & B2C direct email campaigns, liaising with Producers & SMEs)
- Design & delivery of a branded interview and insights series across a portfolio of niche topic areas
- Engagement boosting LinkedIn sales campaign design
- Future marketing recommendations for improvement across the portfolio (web design, positioning, messaging, content design)

RETAIL EVENTS PORTFOLIO



Our Events

<p>Retail Media X 13th May 2025 Coventry - 110 Billingshurst, London</p> <p>Event Info View Event</p>	<p>Retail Media X Awards 13th May 2025 Coventry - 110 Billingshurst, London</p> <p>Event Info View Event</p>	
<p>Spring Retail Festival 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>	<p>SubscriptionX 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>	<p>Digital Marketing Evolution 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>
<p>Customer X 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>	<p>SustainabilityX 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>	<p>Social Media Masters 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>
<p>Amazon Sellers Summit 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>		
<p>FMCG In-Store & Commerce 14th May 2025 London Coventry - 110 Houndsditch, London</p> <p>Event Info View Event</p>		

Resources

EVENTS INSIGHTS DATA INTERVIEWS

INTERVIEWS

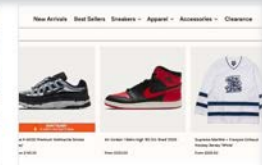
<p>DIGITAL MARKETING EVOLUTION: Michele Lo Forte at Breitling</p> <p>Ahead of his panel appearance at Digital Marketing Evolution, Michele Lo Forte of Breitling explains why brands can't just rely on their legacy reputation as a "brand name" and the need to embrace digital transformation. How do you see these changes shaping the future of retail, and in what ways are you embracing new technology? []</p> <p>FIND OUT MORE</p>	<p>SOCIAL MEDIA MASTERS: Freya Shah at Lastminute.com</p> <p>Retail Events spoke to Freya Shah, social media content manager at Lastminute.com ahead of a packed panel at Social Media Masters. This may seem like you're ahead of things, but social media requires a constant content volume update and engaging? How do you see these changes shaping the future of retail, and in what ways are you embracing new technology? []</p> <p>FIND OUT MORE</p>	<p>SOCIAL MEDIA MASTERS: Irene Muller at Joolz</p> <p>Social media is busy. Parenthood is busy. That's why you, as a parent, embrace the convenience and ease when you're shopping for your kids, and it makes sense. Because for us, it's about not about doing anything. It's about helping parents in any way possible through the real world of parenthood. The interview rights []</p> <p>FIND OUT MORE</p>
<p>AMAZON SELLERS SUMMIT: Ernesto Rojas at Sons</p> <p>Ahead of the brand new Amazon Sellers Summit, Ernesto Rojas, head of marketing at Sons, spoke to Retail Events. Talking about how the new Amazon's increasing competition and how it's going to impact the brand's marketing strategy, as well as that of other marketers, should not be seen as a threat to direct to consumer []</p> <p>FIND OUT MORE</p>	<p>SOCIAL MEDIA MASTERS: Joris Thomas at Look Fabulous Forever</p> <p>With emerging customer experience, experimentation and taking the right approach. In our first Behind the Brand interview, Joris Thomas, marketing director at Look Fabulous Forever shares her views on how brands can adapt and thrive in a fast-moving retail environment. Thomas will be speaking at Retail Events Social Media Masters this May and is a member of []</p> <p>FIND OUT MORE</p>	<p>RETAIL MEDIA: Greg Deacon at Snappy Shopper</p> <p>Greg Deacon, vice president of media, sales, growth and business development at Snappy Shopper talks to us about the rise of Quick Commerce, building long-term customer relationships, and the revolutionary impact of AI on marketing. Learning the retail media. Deacon will also be speaking at Retail Media this May. What emerging opportunities do you see in retail media that can drive []</p> <p>FIND OUT MORE</p>
<p>SOCIAL MEDIA MASTERS: Christophe Tavlaridis at Groupe SEB</p> <p>Ahead of a panel titled The Role of In-Retail Marketing at the first Social Media Masters event in May, Christophe Tavlaridis, global social media & influence marketing manager at Groupe SEB, speaks to Retail Events about the impact of content. How do you see these changes shaping the future of retail, and in what ways are you embracing new technology? []</p> <p>FIND OUT MORE</p>	<p>SOCIAL MEDIA MASTERS: Laura Damm</p> <p>Ahead of a packed panel - Data Driven Success: Mastering Social Media Insights - at the first Social Media Masters event, Laura Damm, senior marketing and content creation specialist, talks to Retail Events about leveraging data to improve how do you see these changes shaping the future of retail, and in what ways are you embracing new technology? []</p> <p>FIND OUT MORE</p>	<p>AMAZON SELLERS SUMMIT: Sahiba Sachdeva</p> <p>Ahead of the upcoming profitability and sustainable growth panel at the first Amazon Sellers Summit - held on 14 May 2025 - Sahiba Sachdeva, current head of Amazon Seller Performance at H&M, explains why brand loyalty is the single most important and powerful asset when selling on marketplace. Talking to Retail Events, what impact do you think Amazon's increasing []</p> <p>FIND OUT MORE</p>



Customer
Card spending grew just 0.5% in March with consumers feeling less confident, says Barclays
15 Apr 2025



Customer
CUSTOMERX Adidas, John Lewis and Nissan on creating seamless experiences
15 Apr 2025



Frontline
Kick Game Boosts Revenue by 18.5% with Flockr's Social Proof Platform
14 Apr 2025



Digital
Asos adds Oh Polly and Bo+Tee to platform
14 Apr 2025



Subscriptions
YuMove reports 10% increase in monthly subscription revenue
14 Apr 2025



Events
Behind the Brand: Breitling
11 Apr 2025



FORTUNE FAVOURS THE BOLD



Program research, design and content production of the UK's largest festival of marketing + advertising - 3 days, 12,000 attendees, 527 speakers, 9 stages, niche topics, launch of new **AI + Emerging Tech** stage program.

Tools: Hubspot, Webex, Storyblok, Prismic, Canva



Scale-up of new growth program in its second year. Program design, speaker engagement, launch of industry newsletter, commissioning, coordination + publication of multi-format content, media partner management.



Working with HSBC's Global Learning & Development team over 13 months, to develop and launch HSBC University's Sustainability Academy - educating an audience of 2,000+ employees on the global transition to net zero.



DELIVERABLES

- Review of SME led video content, to deliver a series of written explainers across 40+ topic pathways.
- Stress tested learning assets and learner experience across the Learning Management System.
- Worked with regional teams to coordinate the translation of the Academy site into LATAM Spanish, Traditional and Simplified Chinese.
- Conducted a review of the Academy homepage/site to address points of friction - simplifying layout, updating written queues, and removing barriers to engagement.
- Launched a newsletter delivering program updates and developments on HSBC's Sustainability Academy.
- Worked on video timecoding/content editing and annotation of assets
- Supported the program delivery of an online C-Suite global graduate induction onboarding event for a cohort of 700 to HSBC's graduate program.

Tools: Degreed LMS, Kahoot!, Teams



“ Sara spent just over a year working with HSBC’s Global Learning team, during which time she contributed to multiple aspects of a company-wide Sustainability Academy program. She delivered an extensive series of in-depth written explainers on more than 40 program topics, managed content on the Academy site and LMS, coordinated and wrote a programme newsletter, and worked with regional teams to manage the translation of an Academy site into Spanish and Chinese. Sara quickly integrated into and built relationships with the team, was adaptable and added value to the program. ”

- Gary Chu, Director – Learning & Development Programmes



I supported this Scandinavian mobile learning company with brand-building content writing and, in 2021 the company was acquired by learning platform company, Kahoot!

DELIVERABLES:

- Web copy for a new site - working to agency guidelines
- A regular long form blog series on learning and development (25 entries written), including authored blogs on behalf of the SMT, sales and creative content teams
- In-app UX copy
- Video subtitling
- Social media posts / win announcements
- Case studies
- Communications – writing/editing/proof-reading



Oda Mo - 1st

Chief Marketing Officer at Motimate - a Kahoot! company

May 2, 2022, Oda was Sara's client

Sara has worked on the copy for our website re-design, writes a regular brand-building blog series on digital learning, and supports us with brand collateral and communications. She's also worked on video scripting, as well as some UX writing/editing to support our technical team.

She's reliable, incisive and very adaptable. Her work is always of the highest quality, always on time and always pro-active. She's also an expert at turning information into useful and engaging copy that can sell products or inform consumers. Sara is a pleasure to work with and making the decision to bring her on board is the best decision I have made in a while.



motimate
a Kahoot! company

Why Motimate Customer Stories Pricing Resources About Insights Login Book Your Demo

Learning made fun, easy and rewarding for everyone

Motimate is the fun and easy mobile learning app that brings together a world full of knowledge

30 Day Free Trial



Learning re-invented

Welcome to a brand new approach to learning and sharing knowledge where the fun and excitement of gamification makes learning easier than ever.

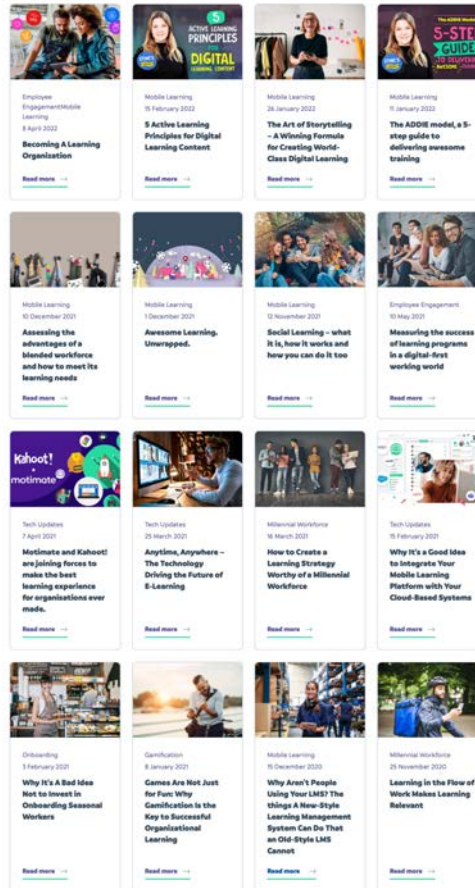
Get set up in minutes

With our intuitive course building tool it's super easy to create courses. We call them 'modules'. To help people learn almost anything in just a few minutes you can build engaging content that's fun and easy to use.

Share the love

Sharing is a huge part of the Motimate world. So we make it so easy to share your stories with colleagues, customers, suppliers, volunteers, members - everyone's invited!

Latest Blogs



Employee Engagement/Mobile Learning
15 February 2022
8 April 2022
Becoming a Learning Organization
[Read more](#)

Mobile Learning
28 January 2022
5 Active Learning Principles for Digital Learning Content
[Read more](#)

Mobile Learning
28 January 2022
The Art of Storytelling - A Winning Formula for Creating World-Class Digital Learning
[Read more](#)

Mobile Learning
19 January 2022
The ADDIE model, a 5-step guide to delivering awesome training
[Read more](#)

Mobile Learning
10 December 2021
Assessing the advantages of a blended workforce and how to meet its learning needs
[Read more](#)

Mobile Learning
10 December 2021
Awesome Learning. Unwrapped.
[Read more](#)

Mobile Learning
12 November 2021
Social Learning - what it is, how it works and how you can do it too
[Read more](#)

Employee Engagement
10 May 2021
Measuring the success of learning programs in a digital-first working world
[Read more](#)

Tech Updates
7 April 2021
Motimate and Kahoot! are joining forces to make the best learning experience for organisations ever made.
[Read more](#)

Tech Updates
25 March 2021
Anytime, Anywhere - The Technology Driving the Future of E-Learning
[Read more](#)

Millennial Workforce
18 March 2021
How to Create a Learning Strategy: Driving the Future of a Millennial Workforce
[Read more](#)

Tech Updates
15 February 2021
Why It's a Good Idea to Integrate Your Mobile Learning Platform with Your Cloud-Based Systems
[Read more](#)

Onboarding
5 February 2021
Why It's A Bad Idea Not to Invest in Onboarding Seasonal Workers
[Read more](#)

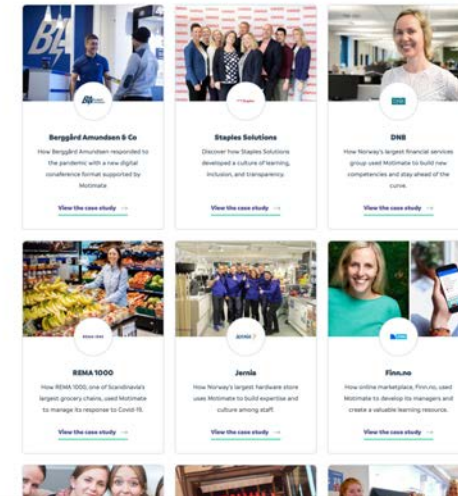
Gamification
8 January 2021
Games Are Not Just for Fun: Why Gamification is the Key to Successful Organizational Learning
[Read more](#)

Mobile Learning
25 November 2020
Why Aren't People Using Your LMS? The Things A How-Style Learning Management System Can Do That an Old-Style LMS Cannot
[Read more](#)

Millennial Workforce
25 November 2020
Learning in the Flow of Work Makes Learning Relevant
[Read more](#)

Customer Stories

People say the nicest things!
People love learning with Motimate. That's why over 3,500 Modules are completed every single day! We've more than 100,000+ learners across 20 countries - why not listen to what some of them are saying?

Bergfald Amundsen & Co
How Bergfald Amundsen responded to the pandemic with a new digital customer service channel supported by Motimate.
[View the case study](#)

Staples Solutions
Discover how Staples Solutions developed a culture of learning, inclusion, and transparency.
[View the case study](#)

DNB
How Norway's largest financial services group used Motimate to build new competencies and step ahead of the curve.
[View the case study](#)

REMA 1000
How REMA 1000, one of Scandinavia's largest grocery chains, used Motimate to manage its response to Covid-19.
[View the case study](#)

Jernli
How Norway's largest hardware store uses Motimate to build expertise and culture among staff.
[View the case study](#)

Fin.no
How online marketplace, Fin.no, used Motimate to develop its managers and create a valuable learning resource.
[View the case study](#)

Why It's a Good Idea to Integrate Your Mobile Learning Platform with Your Cloud-Based Systems

Marieke is responsible for realizing our technological vision, making sure we offer our clients the best possible features to keep them at the cutting edge of mobile learning capability. Here, Marieke takes a look at how the API economy has revolutionized the mobile learning and value creation opportunities for businesses working with cloud-based systems.

About the API Economy

Historically, businesses have often struggled to integrate digital services. Different bits of software, underwritten by different coding languages have found even the most experienced programmers struggling to connect the dots. Today, cloud computing and the rise of the Application Programming Interface (API) have massively simplified the possibility of combining different software.

Initially something used by programmers and coders to integrate new software into existing systems, today the Public API (Open API) is a strategic business tool, offering the promise of continuous innovation and new value-adding products and services. This once back-room species of software is now front and centre-stage, and the opportunities are manifold.

How APIs Work

Integrating your app-based services creates a bridge of communication between different bits of software. This means that you can create smart workflows that not only save time and resource for your business, but that form the basis of potential new products and services. Combining app-based services together opens up a world of innovation previously locked away behind doors that have been clunky, awkward and incredibly expensive to open.

One part of our API is the Experience API (XAPI). The XAPI standard allows systems to speak to each other and record data about multiple types of learning experiences. XAPI integration enables data gathering from a wealth of relevant sources, storing it in a single repository called a Learning Record Store (LRS).

A factor that sets an XAPI integration apart is its ability to record statements, essentially recording qualitative feedback. Integrating your mobile learning platform with the XAPI means that you can draw on far richer data, building a clearer picture of learning activity

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Anytime, Anywhere - The Technology Driving the Future of E-Learning

Marieke is responsible for realizing our technological vision, making sure we offer our clients the best possible features to keep them at the cutting edge of mobile learning capability. Here, Marieke takes a look at the technology driving the future of remote working and how to overcome the hurdles presented by different workplace models.

According to Gartner's recently released report on Top Strategic Technology Trends for 2021, 40% of businesses from all industries will have implemented an anywhere operations model by 2023. Underpinning this model, it says, are three themes: People centricity, location independence, and resilient delivery.

An Anywhere Operations model describes the ability of a business to support customers and employees wherever they are, safely, securely and easily. This past year, more than ever, has highlighted the importance of adaptability, flexibility and the necessity for ensuring business continuity in the face of external stressors. The pandemic has heralded a decentralization of organizational life, with more employees and customers accessing networks and services remotely than ever before. For the majority of organizations, this has meant new and often complex technology needs.

How to Operate Anywhere

An anywhere operations model supports the delivery of business services across distributed infrastructure. Such a model gives employees remote access to all of the network resources that they would have access to when they are in the office. Equally, customers can access a business' full range of services.

In an increasingly distributed working environment, businesses need to optimize knowledge sharing and information transfer across internal and external business functions, and all the way along the supply chain. This means training and communicating with employees and stakeholders whether they are in the office, working from home, or on-the-go.

Anywhere operations are virtual business models, made possible by the distributed cloud, a tech trend that is making global collaboration possible on a scale that has heretofore been impossible, realizing opportunities for businesses in every industry.

A distributed cloud model allows localized clouds in multiple locations to process data and make these calculations where the transactions are actually happening. In addition, distributed computing helps overcome the challenges of localized data regulation because all the responsibility for operations, updates, and compliance with privacy laws remains with

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Why Aren't People Using Your LMS? The things A New-Style Learning Management System Can Do That an Old-Style LMS Cannot

Marieke is working to ensure that our LMS is meeting the evolving learning needs of 21st century organizations and the people who make them work. Here, Marieke takes a look at how the LMS has evolved over time, what the expectations are of an all-star LMS system today, and what features truly engage users.

When it hit the scene in the early nineties, the LMS was a revolutionary technology. It wasn't until we were well into the 2000s that we realised our learning systems were no longer fulfilling the needs of learners and their managers. This was due, in large part, to the arrival of the mobile phone and the new capabilities that it unlocked.

The First LMS – A Contentious Issue

There are many definitions of the LMS, causing some disagreement on when the first one was invented. However, it is generally agreed upon that the first fully featured, internet enabled, Learning Management System (LMS) was released by Norway's NKI Distance Education Network in 1991. Named EKKO, it was designed to enable distance learning.

The purpose of the LMS, in its various guises, is to enable e-learning – aggregation of training materials, automated delivery of training programs, tracking and reporting.

The early LMS meant that learners could, for the first time, sit at their computers and complete training modules based on quizzes and multiple-choice questions. From the very beginning, an LMS could track basic information, such as course completion and competence. This made it a useful tool for managers to keep track of how learners were doing.

Enter the Mobile Disruption

In the nineties the LMS was about providing a web-based solution that supported on-demand learning. By the time the 2010s arrived, needs had evolved, expectations had changed and the LMS needed to keep up. It became about enabling learning anytime, anywhere.

The impact of the mobile phone on learner behaviour was revolutionary. People were suddenly talking to each other more regularly and more often. Information was being shared at a rate never before achieved and this, of course, had a significant impact on outcomes.



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Marketing as a service agency
building teams of freelance experts to
deliver marketing services to SME
organizations.

The mission: To proof-read and 'naturalise'
AI generated translations of all digital
assets reflecting the firm's offering, from
French to English, ensuring content is
clear, natural, and context aware.

Consultancy firm meets marketing agency

maastery offers pragmatic, specialised advice. We assemble
marketing teams and build lasting relationships. You stay
focused on your business. We take care of the rest.

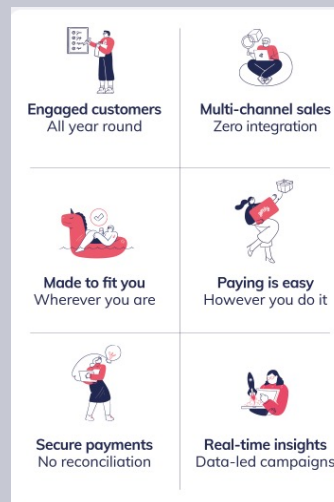


A Belgian FinTech firm offering gift card and payment solutions to retail centers.

Working with marketing consultancy firm, Maastery, I created a new Brand Tone of Voice and Messaging Strategy (translated into 15 languages) for Giftify.

Using these, I wrote all brand related English language content, from sales and marketing assets, to product communications.

Tools: Click-up, Figma, Slack, Loom

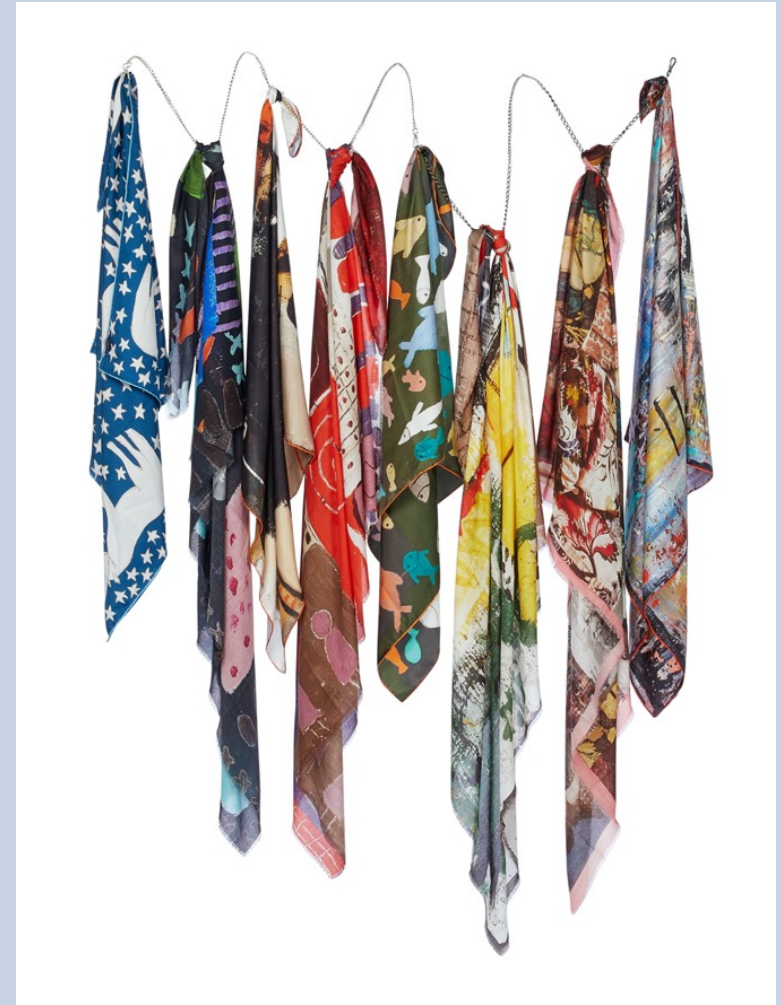


English Weather

A luxury British women's knitwear and accessories brand, treading the line between art, crafts and high fashion. I consulted on and delivered multiple aspects of the business:

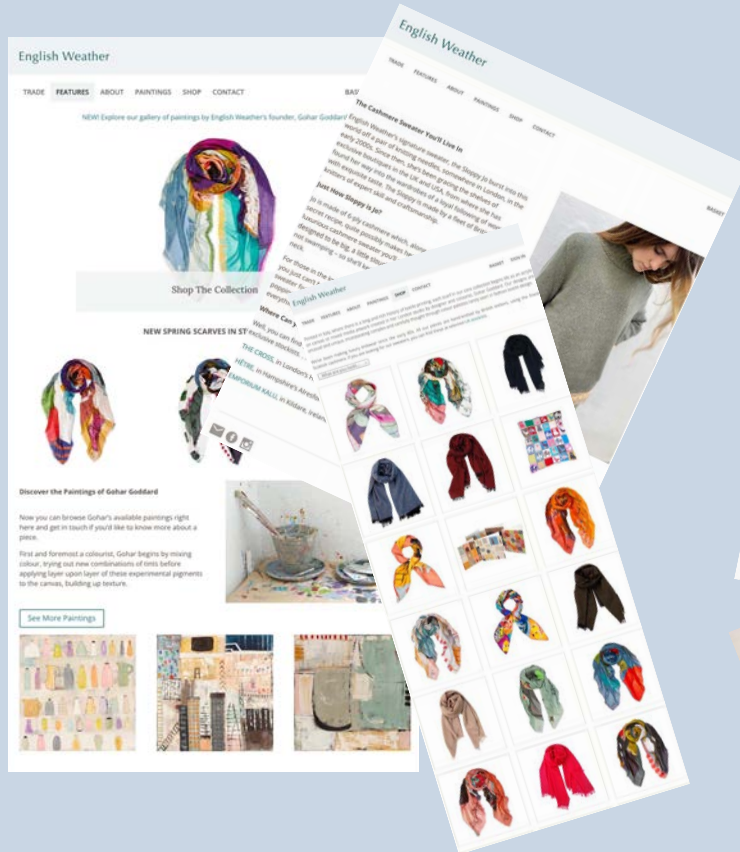
- Website design and management (WordPress) & Organic SEO
- Creative direction – product and brand photography management
- Copywriting – web, features, product descriptions, merchandising
- Marketing – HTML email, direct marketing & retargeting
- Social media – Instagram, Facebook, Pinterest
- E-commerce – build & delivery, UX & CX design – WooCommerce, Instagram Shopping, Facebook Business
- Operations – production, fulfilment

TOOLS: Wordpress, WooCommerce, Google Analytics, PayPal Business, Xero, Hubdoc, Mailchimp, Planoly, Facebook Business, Instagram Shopping, Lightroom, Photoshop



English Weather

WEB



SOCIAL

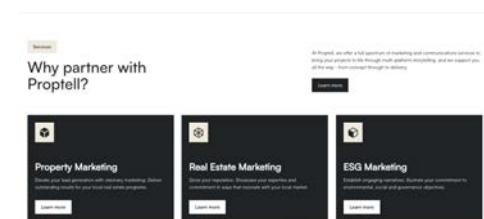
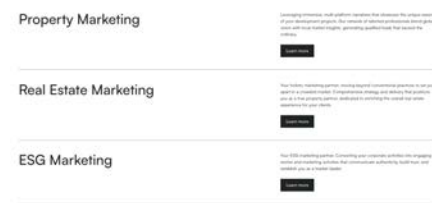
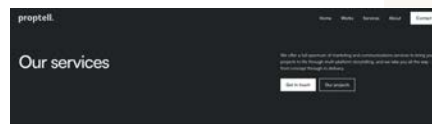
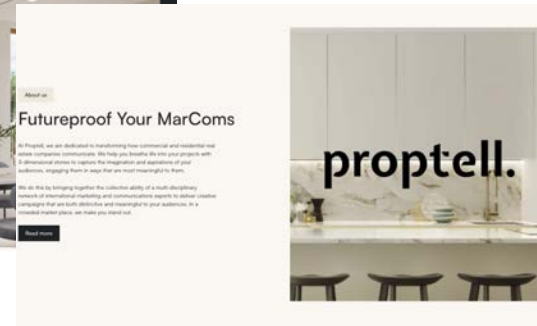
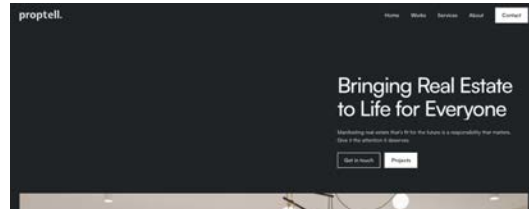


DIRECT



proptell.

Working with the Founder of niche real estate marcoms firm, Proptell. to position and deliver its written identity and web copy.



Cutler+Goddard

Optiva Wealth
Management:
A refreshingly
personal service



You might think investing is about money. To us, it's about people.

Our bottom-up approach focuses the heart of our investment philosophy.



Your investment portfolio is unique to you and, like you, it evolves over time.

Our refreshingly personal approach to looking after your wealth.



Your wealth is personal to you. The way that you invest your money should be too.

That's why, at Optiva Wealth Management, we take a refreshingly personal approach to looking after your financial wellbeing. Our years of experience, bespoke investment approach, and personal service ensure that your wealth is working to enable the future you want.

This short introduction to Optiva Wealth Management tells you almost everything you need to know about us and what you can expect once you become our client.

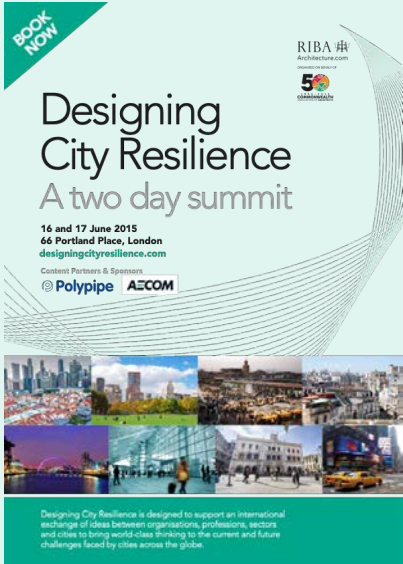
We help you select the right products and services to meet your investment and wealth planning goals.

Working with brand strategy Agency, Cutler+Goddard, to write the brochure copy for new pensions and investments firm, Optiva Wealth Management.



Working with an in-house team at the Royal Institute of British Architects to transform the annual conference into a summit connecting international experts and shaping future thinking on city resilience – establishing brand, positioning and messaging for a new summit, within a new paradigm.

I co-developed the programme, wrote copy, sourced and organised content across RIBA's website, marketing materials and social media channels.



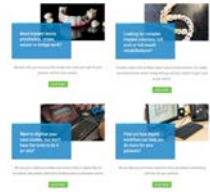
Jonathan Stock · 1st
Publishing Director, Architecture Today & Managing Director, Built Environment & Architecture Media
April 26, 2022, Jonathan was Sara's client

I have worked with Sara on a number of projects and in each case she has made an immediate difference. From the outset Sara is curious and questioning and quickly gets to grips with concepts which means she becomes integral in shaping content strategies. Her understanding of positioning and messaging combined with her excellent storytelling capabilities have enabled us to produce compelling and engaging copy across multiple platforms. Sara has overseen content management and taking full control of integrating processes to allow us to be very agile which has been vital as stories and editorial content constantly evolve. Sara is flexible, committed and highly adaptable, and I look forward to working with her again. "



Get the service you deserve

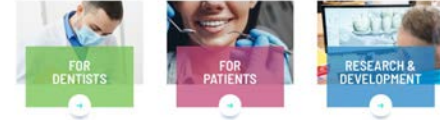
- ✓ Excellent communication
- ✓ Consistent quality
- ✓ Reliable timelines
- ✓ Free collections and delivery Nationwide



The constantly evolving world of digital dentistry can be overwhelming

Our decades of experience in dentistry and cutting edge knowledge of digital developments, means that we can help you bridge the gap between traditional and digital dentistry.

Our technicians use the latest digital scanners and intelligent smile design software to create beautiful, personalized implant, bone restorations, prosthetics, crown and bridge work.



ABOUT PATTERSON DENTAL

Our mission is to meet the present and future needs of the dental industry

- 1. We want to make it easier for you to deliver excellent work. For us, this means for seamless integration. Close key elements.
- 2. Access to the best technology and partners
- 3. A consultative approach backed by strong sales communication
- 4. Faster turn around of cases from initial consultation through to delivery



Traditional experience, cutting-edge digital design and great communication enable Patterson Dental to create life-like restorations that exceed the expectations of your patients.

Creating a written identity and voice, I worked with an independent designer to optimise messaging and advise on layout.



Dallington guides young adults to develop the life skills and social and psychological tools to lead healthy, meaningful lives.

I worked with the Founder from ground zero to:

- Establish a **brand voice**— based on trust and security
- Develop a **content strategy**
- Deliver web and **marketing copy**
- Support the launch of a dedicated curriculum
- **Ghost write a series of articles** for magazines with international distribution and a chapter for a published anthology



“ Sara has an ability to really listen to and understand her client. She is able to cut through all the fog and clearly and authentically express what you are trying to say. ”

*Jessica McGawley, Principal,
Dallington*

TATLER

As part of the Tatler SOS Experts' Corner, we delve into the subject of improving one's human capital, essentially how you can prepare the next generation for your money, exploring themes of mental wellbeing, family dynamics and conflict. Here **Jessica McGawley** from **Dallington Associates** shares her advice on helping your children to become more self-sufficient and satisfied.

Net-worth and self-worth are very different. Children of affluent parents and legacy families are often plagued by self-doubt as they feel the pressure to achieve and maintain the high standards of success (be they academic, social or professional) exemplified by their parents.

If parent's hopes for and expectations of their children are unrelated to that child's unique skills and areas of interest, they will be unachievable. This can be worsened if the adults in their life (parents, caregivers, family representatives etc.) are, with all best intention, overprotective and indulgent. Children in such an environment rarely develop a strong sense of self-efficacy, resulting in a fundamental lack of self-esteem.

Possessing self-esteem is fundamental to a happy and successful life. It means an individual has a vital combination of self-confidence and self-respect. Self-esteem gives a child the sense that they are inherently worthwhile and capable. If children and young adults can develop self-esteem, it will serve them throughout their lifetime and form the basis of their future happiness. So, how do you facilitate self-esteem?

Encourage Failure

90 per cent of adults are immune to chickenpox because they had it when they were children. Parents don't tend to protect their children from catching chickenpox. This is because it is widely understood that it is far safer for a child to catch chickenpox and build their immunity, than it is to shield them from it and catch it as an adult, when the risks are far higher.

Ghost Written Article,

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The Plum Guide embodies some of the world's most inspiring and creative vacation rentals.

Writing as part of a wider SEO project to organically grow Plum's SEO rating, I contributed articles to a blog series about Paris and London.

All You Need to Know: Where to Stay in Paris with Kids

Here, we're sharing the very best neighbourhoods in the City of Light for families. From parks and gardens to peace and quiet, there's something to suit everyone's taste on this list.

Where to stay in Paris with Kids

A trip to Paris is always going to be memorable, and we want to make sure it's for the right reasons. Travelling with a family has a lot more moving parts than just for one or two of you, but we've done the research to recommend the right arrondissements for you.

The most accessible areas with kids

Paris is a snail. If your toddlers are as fascinated with crustaceans as mine are, then this fact is sure to capture their imaginations. The city, as you may already know, is laid out in a spiral design, very like a snail's shell, and divided into neighbourhoods, known as arrondissements. These arrondissements (Arr.) are numbered from 1 to 20, with 1 situated at the centre of Paris, on the right bank (rive droite), north of the river Seine, which runs through Paris in the distinct pattern of the upside-down smile of a grumpy toddler. Paris' left bank (rive gauche), on the southern part of the river, constitutes the smaller part of the city and is known for its more bohemian character.

Everything you will ever read about Paris will advise you to choose your accommodation according to these arrondissements, and for good reason. There are sights to see and magic to absorb all over Paris, but with children of any age in tow, easy access and amenities are key. Minimising time on public transport, particularly the metro, will result in happier children and a happier you. So, stay central if you can. This means somewhere within arrondissements 3 to 6. This will allow you to walk between a number of sites, if you so choose, and take in sites in short, manageable bursts from the sanctuary and comfort of your beautiful Plum residence. You will also be surrounded with lots of choice when it comes to pit stops at cafes and restaurants.

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