

Think!Sponsorship Conference – Content Programme & Conference Agenda

'Diversity' Friday 5th April 2019, ZSL London Zoo

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Opening Remarks: Catherine Hawkins, Founder, Think!Sponsorship followed by a Welcome Address from Dominic Jermey, Director General, ZSL London Zoo

Topic One: Industry Insight— Trends & Insight

Exclusive extracts from the Frontier 19 industry survey (in partnership with MKTG) give delegates insight and intelligence on current and expected sponsorship trends for the year ahead. Hot off the press the Frontier 19 is a comprehensive worldwide survey of sponsorship industry professionals providing an unrivalled perspective on the who, what and where of diversification within sponsorship. Results from the survey are delivered exclusively to Think!Sponsorship delegates ahead of public release.

Sandra Greer, Insights Director, MKTG

Topic Two: Digital Sponsorship

The explosion of opportunity within the digital and social stratosphere has substantively impacted on the engagement and interaction between sponsor and target community be that a fan, enthusiast, audience or visitor. In this session we discuss and review how sponsors can be relevant and authentic on digital and social channels, what role the rights owner plays in facilitating and managing this, and the challenge of responding to fast-paced live interactions with a relevant and credible voice whilst also ensuring core brand messages are maintained.

Magda Lojszczyk, Head of Music & Film, EE

Topic Three: Diverse Activation - Panel Discussion

In Diverse Activation we explore how modern sponsorship asset bases are evolving to deliver a variety of outcomes to sponsoring businesses in line with focused and targeted objectives. Our panel debates 'reach versus depth', the enduring challenge of measuring impacts and outcomes and expected future trends in sponsorship activation.

Sarah Niblock, Sponsorship & Reward Manager, SSE

Amy Smith, Sponsorship Manager, O2 (Telefonica UK)

Matthew Bates, Sponsorship Manager, Vitality

Dan Sherwood, Head of Sponsorship and Events, Santander

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Topic Four: Media Matters

The changing media landscape has paved the way for a new approach to sponsorship's and partnerships using creativity, innovation and engagement to deliver value to partners. Our third breakout looks at modern media and considers how the evolution in this vertical market is impacting on the marketplace overall.

Topic Five: Influential Sponsorship—Panel Discussion

An insatiable desire for 'celebrity' has created a unique culture for bloggers, influencers, celebrities and ambassadors to work with brands and influence outcomes. From entertainment bloggers to more traditional brand ambassadors the marketplace is exploding with possibility. Influencers are establishing and maintaining their own personal media platforms through social channels – offering reach and endorsement in a competitive brand environment. We examine how partnerships of this type are blurring the traditional sponsorship model and where and rights owners can harness the 'influencer' opportunity and work collaboratively to stay in the game.

Liam Chivers, Director, OP Talent Limited (Endemol Shine Group) & Board Director Business of Influencers

Ana Thorsdottir, Head of Influencer Strategy, MediaCom

Ben Jeffries, CEO & Founder, Influencer Ltd

Topic Six: Internal Diversification

Hotly tipped as one of the largest growth areas of sponsorship for 2018/2019 (Frontiers Report) this session considers how one of sponsorship's 'softer sells' has come to the fore as employee loyalty, talent and engagement has moved front and centre in the partnership space. Can the industry step up and deliver diverse and impactful value-solutions to businesses looking to support this key stakeholder group?

Sam Pattman, Sponsorship Manager, Baillie Gifford

Kat Shearer, Corporate Development Manager, Edinburgh International Book Festival

Michelle McLeod - Sponsorship Manager, Baillie Gifford

Helen Chomczuk – Head of Development, Edinburgh International Book Festival

Topic Seven: Sponsorship Integrates

Industry insight shows that more than 66% of sponsorship practitioners believe that sponsorship should play an important role in helping businesses to deliver on their CSR objectives. Unequivocally this would present great opportunities for industry expansion were we to integrate more fully with businesses and their overarching CSR initiatives/objectives. In this session we examine a case study that shows the potential of CSR/Sponsorship collaborations of this type and that highlights what partnership of this type can achieve for both rights owner and seller. We also look through the lens at the challenges of authenticity and engagement and consider how our industry may need to evolve to harness this opportunity.

Representatives from the British Paralympic Association (BPA) and Virgin Media will co-present this session

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Topic Eight: Diverse Measurement

In Diverse Measurement we tackle one of the enduring challenges for our sector—demonstrating return on objectives. In 2018 only 19% of the industry (brands, rights-owners, agencies) indicated they were confident of measuring the business value return of sponsorship (source: Frontier18) In this session we discuss how to overcome our propensity to measure metrics instead of business values and question how a sea change in measurement be achieved?

Colin O’Toole, Marketing Manager & Sponsorship Lead, Cadbury
Andrew Cahill, Business Director, MKTG

Topic Nine: Diverse Platforms - Sponsorship Talk

A mainstay of Think!Sponsorship conferences we take the opportunity to enjoy a one-to-one talk with a senior industry practitioner who shares their views on how the industry is evolving as well as their own personally journey in sponsorship. In this session we talk to about sponsorship selection, discussing how to establish and build a robust sponsorship portfolio, the challenges of strategic sponsorship selection and the diversification of available platforms and engagement opportunities as well as the engagement of micro-communities.

Giles Milner, Marketing Director, Chestertons

Chestertons enjoy partnerships with the Royal Academy, Dogs Trust, Royal Philharmonic Orchestra, MCC Women's Cricket Team, Polo in the Park, Chelsea Physic Gardens

Topic Ten: The Business of Sponsorship (45 Minutes)

In this session we consider how sponsorship is evolving to deliver diverse solutions to increasingly complex business to business (B2B) marketing objectives through the use of impactful and sustainable programmes. Through examination of a case study example that demonstrates the breadth of assets and opportunities within this space we will debate and discuss a changing B2B sponsorship marketplace.

Mark Wileman, Brand Director, Hertz International

Charlotte Surman, Senior Corporate Development Manager, National Theatre

Event Moderators:

Catherine Hawkins, Founder, Think!Sponsorship,

David Peters, Founder, The Value Xchange