

Think! Sponsorship Conference – Content Programme & Conference Agenda

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

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

09.55: Industry Insight: Trends & Market Update

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

10.10—10.50 Group Session: 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

10.50—11.30 Networking Session: Speed! Sponsorship

In our first structured networking session (delivered over the morning coffee break) delegates 'speed-date' their way round a pre-allocated table meeting individuals representing organisations that match their networking preferences selected in the build-up to the event. An excellent way to connect with 8—10 new contacts!

11.30—12.15 Group Session: 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. Our specialist moderator for this session is Louise Johnson, CEO, Fuse

Panel:

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

12.15—12.50: Breakout Sessions (delegates pre-select the breakout most relevant to their needs)

Breakout One: Diversification Delivers

In this breakout we look at the partnership between Baillie Gifford and the Edinburgh International Book Festival—a partnership that delivers on a huge range of objectives for both sponsor and rights-owner alike. Spanning education, content, events, engagement and philanthropy this 360 degree partnership celebrates the diversity of opportunity that exists within the sector and the potential outcomes achievable to both partners with an integrated and innovative partnership approach.

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

Breakout Two: Crowd Pleaser

Paddy Power's first foray into sport sponsorship was via the Champion League of Darts and in this breakout session we look how impactful live audience engagements are in delivering powerful outcomes and memorable experiences that enhance the fan experience of the event.

Paul Hicks, Commercial Director, CSM Live & a representative from Paddy Power will co-present this session.

Breakout Three: Diverse Platforms

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](#)

12.50—14.10: Networking Session—Lunch Break

Delegates will participate in a second structured networking session over the lunch break taking place between **13.30—14.00**

14.10—14.50: Group Session: 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

Owen Laverty, Director of Fan Intelligence, Ear to the Ground

14.50—15.30: Breakout Sessions (delegates pre-select the breakout most relevant to their needs)

Breakout Four: 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.

Jenny Seymour, Commercial Manager, British Paralympic Association

Jo Sheterline, Senior Campaign Manager, Virgin Media

Breakout Five: The Business of Sponsorship

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

15.30—16.00: Networking Session—Tea Break

16.00—16.10: The Think! Sponsorship Raffle

Delegates enjoy the opportunity to win one of ten experience prizes kindly donated by partners and collaborators of the event. These range from tickets to shows or productions taking place across the UK and spanning business, sport, music & art.

16.10—16.50: Group Session—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

16.50—18.00: Networking Session- Drinks Reception

Delegates can enjoy a relaxing drink at the end of the day and a final chance to network with other attendees.

Event Moderators:

Catherine Hawkins, Founder, Think! Sponsorship

David Peters, Founder, The Value Xchange