

## 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

### **09.50: 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

### **10.05—10.45: Group Session: Diverse Platforms (sponsorship selection)**

In this session we talk to about sponsorship selection - the start of sponsorship. We discuss how to establish and build a robust sponsorship portfolio, the challenges of strategic sponsorship selection and the diversification of available platforms. We explore how Chestertons has mapped their customer profile to sponsorship selection and the subsequent engagement of micro-communities through these selections reflecting how the industry is evolving.

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

### **10.45—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—12.10 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: Impactful Partnership**

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: The Engagement Effect - Breakout Discussion (45 minutes)**

In this breakout we explore how retail brand Lidl has developed a sponsorship engagement strategy that strengthens relationships with both new and existing customers delivering enticing experiences that build positive brand experiences and challenge perceptions.

Helen Oberlin-Harris, Senior Consultant, Partnerships, Lidl Great Britain

Paul Hicks, Director of Experiential and Events, CSM Live

## **Breakout Three: 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

## **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

Ben Jeffries, CEO & Founder, Influencer Ltd

Magda Lojszczyk, Head of Music & Film, EE (TBC)

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