



# COLLABORATE : DIGITAL

**Think!**Sponsorship

Conference 2020

2nd October 2020 | Now Online

## Collaborate: Digital —2nd October 2020

### 10.00: Welcome to Collaborate: Digital—Catherine Hawkins, Founder, Think!Sponsorship

#### 10.05: Topic One: Collaborative Trends

Our opening session sets the tone for our Collaborate: Digital and reviews and reflects on the trend findings from the Frontier20 industry report—conducted pre and during CV-19. Think!Sponsorship attendees will hear exclusive findings from the 2020 survey.

Sandra Greer, Director of Insight, MKTG.

#### 10.45: Topic Two: Selling Collaboratively - Panel Discussion

As sponsorship has become more integrated so objectives have become more sophisticated and wide-reaching, calling for sellers to create bespoke solutions with creative activation plans. In the advent of CV-19 dynamism, flexibility and collaboration have become central pillars that underpin enduring and successful partnerships. In this session we explore how the marketplace has and is evolving at rapid pace and the changing nature of sponsorship rights and assets. This session will be run as a panel discussion with sponsorship buyers and sponsorship sellers representing both ends of this spectrum.

Tom Whiteside, Manager—Sponsorship, Toyota UK

Stacey Bowles, Head of Development, Victoria & Albert Museum (V&A)

Tony Singh, Chief Commercial Officer, England & Wales Cricket Board (ECB)

#### 11.45: Interval

#### 12.00: Topic Three: Sustainable Collaboration 'Give Nature a Break' Campaign.

In sustainable collaboration we explore another of sponsorship's hottest trends. As the market evolves and consumers show an increasing desire to purchase and support ethical, sustainably focussed businesses we examine how a nature-based partnership with an identified collaborative cause delivered impressive outtakes and inspired consumer loyalty.

Naomi Conway, Director of Development, National Parks

Gemma Chance, Head of Partnership & Purpose, Forest Holidays

#### 12.45: Topic Four: Community Collaboration:

Substantial shifts in education sponsorship from the last decade to this have been dramatically compounded by the Covid-19 crisis. In this session we explore how a revolution in education & community sponsorship have taken supportive brands from the classroom to the family home, and consider what long-term impact this may have on their brand perception in an era where consumers seek to engage with businesses with demonstrable social purpose (Frontier20 outtake). This session will review the NatWest MoneySense programme.

Mark Fawcett, Chief Executive, We Are Futures & a representative from NatWest (TBC)

#### 13.25: Conference Close