



Think!Sponsorship
CONNECTIONS

VIRTUAL CONFERENCE

EVENT PROGRAMME

17th - 21st MAY 2021

INTRODUCTION



Panel Discussion

The 28th edition of the Think! Sponsorship conference takes place as a virtual forum. Building on the success of our first virtual conference last year, we have opted to create a dynamic and wide-ranging programme to the theme of “**Connections**”.



Case Study Presentation

Recognising the need to adjust our normal ‘one-day’ format to the online environment, we are hosting our content sessions across the week, enabling attending delegates to enjoy thought provoking content in “bite-sized” chunks. All the sessions will be recorded and made available to delegates shortly after broadcast.



Training Session

We have also adjusted our ticket model to reflect the changing times. For individuals, we offer flexible payment terms and a discounted ticket price. For organisations we offer affordable options that enable full teams to participate in our content programme. If you just want to dip into specific sessions these can be bought on an ad-hoc basis. We hope to have over 1000 attendees participate in the event across the week, representing the full breadth and spectrum of our vibrant and exciting industry.



Interview

Opening Remarks

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Catherine Hawkins, Director, Think! Sponsorship opens the 2021 conference and identifies key themes and opportunities across the week.



14.00 - 16.00

New Connections: Interactive Panel

This session will be underpinned by outtakes from the Frontier21 industry survey.

The turbulent last twelve months has seen considerable shift for the industry. Our use of inventory and platforms (the rise of digital assets), changing dynamics/engagement with audiences/fans, and new sponsoring categories entering the marketplace have all impacted on the evolution of sponsorship. In this interactive session we examine a year of changing connectivity and try to forecast where and how the industry will evolve further in the next twelve months.



10.00 – 11.15

360 Degree Connections: Spotlight Partnership

The evolution of purposeful partnership has seen a collaborative approach net dividend's. In this topic we examine the benefits of a 360 degree partnership considering how it delivers commercially and purposefully in equal measure and how to achieve the right type of cut through, communications and reach to deliver against commercial and corporate responsibility objectives as well as to engage with employees.



13.00 – 14.00

Creating Connections: Skills Development

Identifying new sponsorship categories and creating potential sponsor connections remains an enduring challenge for sponsorship sellers. In this skills-focused lunchtime session we identify the key considerations for sponsorship sellers in generating a prospect list, approaching new partners and cultivating new leads. Using empirical data, alongside sponsorship trends and insight we'll explore "what's hot and what's not" in changing – and challenging times.

Catherine Hawkins, Director, Think!Sponsorship delivers this content supported with data and insight from industry-leading research tool, Find!Sponsorship.



15.30 – 16.45

Individual Connections: Interactive Interview

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Our in-depth interview talks specifically to a brand representative about their strategic use of sponsorship and how it can create meaningful and long-lasting connections. We explore what and how sponsorship can perform alongside a broader marketing strategy to achieve and deliver against specific objectives.



10.00 – 11.15

Digital Connections: Spotlight Partnership & Discussion

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The adaptation of content to suit digital platforms and delivery heralds a game-changing opportunity not just for sports, but the fast-evolving cultural and entertainment sectors. In this session we explore how sponsoring businesses can connect with a broader range of target consumers via digital assets and platforms, examining first a case in kind before widening out into a broader discussion in relation to digital assets and their role in an evolving sponsorship marketplace.



13.00 – 14.30

Digital Assets: Skills Development

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In this webinar we consider and audit digital sponsorship assets, we look at best-practice techniques in digital activation and consider how to price and package digital inventory. A hands-on skills-focussed session for sponsorship practitioners of all abilities.

Catherine Hawkins, Director, Think!Sponsorship delivers the framework of this webinar and is joined by digital specialists to answer audience questions.



15.30 – 16.30

Gaming Connections: Interactive Panel

The phenomena of e-gaming continues to gather pace with an increasing roster of sponsoring businesses aligning with teams and tournaments to connect with the gaming community. In this live panel discussion we talk about what results and outcomes are emerging for sponsors through their alignment with e-gaming, and whether e-gaming platforms offer long-term connections and measurable results for sponsoring businesses?



10.00 – 11.15

A Women's World – Interactive Panel

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Nick Read, Managing Director, Vitality Health Programme

Lisa Parfitt, Co-Founder, The Space Between Sports

From large scale investment in women's football through to supporting initiatives to encourage more women into board positions the current sponsorship landscape demonstrates a huge appetite from the sponsoring business sector to connect with initiatives that celebrate, empower or support women across sport, culture, business and entertainment. How can brands stand out and avoid tokenism in this space and how does our panel see this trend evolving in the coming years?



13.00- 14.00

Connecting Sponsors to IP: Skills Development

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As brand value transfer supersedes brand awareness as a sponsorship objective, this practical session considers how sellers can value their own IP to drive monetise this evolving objective. We consider what techniques and evaluation methodologies can be undertaken to support sellers in understanding and maximizing the value of their IP and the relative cost and complexity in establishing this.



15.30 – 16.45

Connecting Audiences: Spotlight Partnership

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Creating authentic new connections between sponsors and audiences/fans is a challenge at any time – arguably even harder during the CV-19 pandemic. However, brands that can create these connections, have the potential to create lasting brand affinity that will stand the test of time. In this spotlight session we explore a creative partnership that saw the sponsor adopt the role of facilitator, enabling them to challenge existing brand perceptions and forge new customer connections.



10.00 – 11.30

Connecting Through Wellbeing: Spotlight Partnership & Discussion

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Mental and Physical wellbeing look set to be high priority issues for society over the next two years, and already we can see an emerging appetite from businesses to support wellbeing initiatives. In this session we put one such example in the spotlight before broadening our discussion to consider if wellbeing is where sponsorship finds its sweetspot in engaging effectively with customers, employees and wider stakeholders alike?

11.30 – 12.00

Connections Conference Outtakes & Closing Remarks

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At the end of “Connections” we reflect and summarise key outtakes from the week. This session will consider what upcoming trends and opportunities exist for the sponsorship sector.

ACCESSING “CONNECTIONS”

The 28th edition of the Think!Sponsorship conference stays true to our mission statement of providing an inclusive and affordable environment that encourages the cross-sharing of sponsorship ideas and best practice. We recognise the challenging prevailing conditions that the sector is operating in and have sort to find as much flexibility in our ticket prices for the 2021 edition of the event as we can. Attendees of our first virtual event from last year will know that we placed emphasis on a high-quality production and the use of technology that enabled delegate interaction with our speakers and with each other. We aim to build on this further for “Connections” and sincerely hope you can join us for the event!

Ticket Prices:

- Individual/Freelancer/Furloughed Staff - **£75.00** +VAT (flexible payment terms – option to pay in three instalments)
- Early Bird Charity Rate Ticket - **£95.00** +VAT
- Early Bird Standard Rate Ticket - **£145.00** +VAT
- Organisation Pass - **£350.00** +VAT (full team access)

Find out more at:

2020 Ticket Prices & Booking Information (thinksponsorship.com)