



**Think!**Sponsorship  
**CONNECTIONS**

**VIRTUAL CONFERENCE**

**EVENT PROGRAMME**

**17<sup>th</sup> - 21<sup>st</sup> MAY 2021**

## INTRODUCTION

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### 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

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



14.15 – 15.45

### New Connections: Interactive Panel

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

Ria Thomas, Sponsorships, Partnerships and Activation, Vodafone  
Jodie Fullagar, Managing Director, M&C Saatchi Sport & Entertainment  
Felicity Barnard, Commercial Director, Ascot Racecourse (tbc)

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**

Rachael Conroy, Corporate Partnerships Manager, Movember, will be joined by a representative from Pringles to talk through the impact of their hugely successful Movember 2020 campaign.

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 Session**

Catherine Hawkins, Director, Think! Sponsorship & William Fenton, Editor, Find! Sponsorship co-deliver this content supported with data and insight from industry-leading research tool, Find! Sponsorship.

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 will explore "what's hot and what's not" in changing – and challenging times.

**CONNECTIONS** – Think! Sponsorship



15.30 – 16.45

### **Individual Connections: Interactive Interview**

Ali O'Reilly, Senior Manager, Sponsorship/Partnerships & Events,  
Virgin Money

Virgin Money's well-documented move into music sponsorship in 2019 heralded a switch-up of their existing (largely sports-focussed) sponsorship strategy with entertainment platforms identified as a mechanism of building brand value and long-lasting connections with customers. Our in-depth interview explores how that strategy has evolved over the last 12 months to cope with the impact of the global pandemic on live events, the success of the Virgin Money Unity Arena events, and where the brand is headed next.



10.00 – 11.15

### **Connecting Purposefully: Spotlight Partnership**

Nick Fuller, President, EVERFI is joined by a representative from TeamGB to co-present this session.

Purposeful partnership is a trend set to stay and in this spotlight partnership we explore the 'Get Set To Eat Fresh' collaboration between Team GB & Aldi. This bespoke education programme supported teachers in helping students develop healthy, active lifestyles, through a love of fresh food and an understanding of the importance of good nutrition and physical activity. Get Set To Eat Fresh aimed to reach 1.2 million young people in the UK by 2020 - it has already reached 1.6 million. We'll examine and explore the success of this programme.



13.00 – 14.00

### **Community Connections: Interactive Interview**

Jim Campling, President, Live Nation UK Marketing Partnerships  
Amanda Jennings, Director of Marketing Communications,  
Co-op Food

In this lunchtime session we're exploring how sponsorship plays a crucial role in binding and connecting communities. This session explores how brands that adopt the role of facilitator are able to establish long-lasting affinity with their target markets.



15.00 – 16.00

### **Connecting Audiences: Spotlight Partnership**

Michael Inpong, Strategy and Marketing Director at Müller UK & Ireland

Müller's sponsorship of British and European Athletics is in the spotlight for our afternoon session. We'll be talking fan engagement, activations strategies, the challenges of achieving return on objectives/return on investment and much more across this interactive discussion.



10.00 – 11.15

### **A Women's World – Interactive Panel**

Nick Read, Managing Director, Vitality Health Programme

Lisa Parfitt, Co-Founder, The Space Between Sports

Georgia Smith, Head of Corporate Development,  
National Portrait Gallery (tbc)

Kate Moore, Sponsorship, Culture & Entertainment, Diageo GB

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 – 14.30

### **Digital Assets: Skills Development**

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

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.



15.30 – 16.45

### **Connecting Sustainably: Spotlight Partnership**

Sustainably focussed partnerships represent another key industry trend and in this spotlight partnership we find out more about the award-winning Beyond the Bean partnership. The collaboration between Nespresso and National Geographic demonstrates how a sustainably focussed campaign can resonate impactfully and deliver compelling results in equal measure.



08.30 – 09.30

### **Negotiating Effectively: Skills Development**

Catherine Hawkins, Director, Think! Sponsorship delivers this webinar which forms part of the acclaimed Sell! Your Sponsorship Series.

In this webinar we consider the art and science of successful sponsorship negotiation. We'll explore common negotiation tactics and scenarios and the challenge of moving beyond price to value led discussions. Attendees will be given access to tools and templates to assist them in building their own successful negotiation plan. This session will be pre-recorded with live Q&A at the end.



11.00 – 12.30

### **Connecting Through Wellbeing: Spotlight Partnership & Interactive Panel**

Cat March, Corporate Partnerships & Development, Tate  
Kesah Trowell, Group Head of Sustainability & ESG, Dixons  
Carphone PLC

Nick Tuppen, CEO, Threshold Sports

Pip Vaughan, Associate Marketing Director, National Sponsorship, EY

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 sweet spot in engaging effectively with customers, employees and wider stakeholders alike?

12.30 – 12.45

### **Connections Conference Outtakes & Closing Remarks**

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”

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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)
- Charity Rate Ticket - **£125.00** +VAT
- Standard Rate Ticket - **£165.00** +VAT
- Organisation Pass - **£350.00** +VAT (full team access)

Find out more at:

**2020 Ticket Prices & Booking Information ([thinksponsorship.com](http://thinksponsorship.com))**