

BRITISH
LIBRARY

Think!Sponsorship
Conference 2022

SPONSORSHIP:**REWORKED**

23rd September, British Library, London
visit: www.thinksponsorship.com



Think!Sponsorship Conference – Content Programme & Conference Agenda

'Sponsorship: Reworked' Friday 23rd September 2022, British Library, London

Think!Sponsorship

09.40: Opening Remarks

09.50 Group Session: Sustainability in the Spotlight

Exclusive extracts from the expanded Frontier 22 industry survey (in partnership with MKTG) put sustainability and sponsorship in the spotlight and contextualises our discussions for the day. A wide-ranging programme with sustainability at the core will explore how sponsorship/partnership has the potential to deliver societal change whether that be through Diversity, Equality and Inclusion programmes, Environmental Collaborations, Digital Transformation, Access and Opportunity, Education or Community initiatives. This special extended edition of Frontier22 is a comprehensive worldwide survey of sponsorship industry professionals providing an unrivalled perspective on the who, what and where of social purpose through sponsorship. Results from the survey are delivered exclusively to Think!Sponsorship delegates ahead of public release.

10.00 Group Session: Scaled Sustainability—Case Study/Discussion

Global sponsorship programmes arguably offers greatest potential for substantive social change when underwritten by clear objectives and strategic activation. Our opening case study interrogation explores the art of ambition and the reality of implementation considering what and how sponsorship can deliver impact at scale.

10.50: Structured Networking Session—"Speed!Sponsorship" (delivered across the coffee break)

Delegates break for their first structured networking session that matches like-minded individuals for a round of fast-paced speed-dating style networking across the coffee break. Delegates will be allocated to a networking zone in advance of the conference, based on preferences expressed at registration.

11.40: Group Session: Rewarding Sustainably—Panel

Sponsorship has long-serviced businesses seeking to inspire, reward and engage both existing and new customers through innovative and exciting rewards programmes. In the wake of the CV-19 pandemic we've seen an increasing emphasis on rewarding sustainably (social purpose, environmental action, inclusive/ or access opportunities). Across this panel we'll explore what impact sustainable rewarding has on customer attitudes and behaviour as well as considering the impact on brand value, perception and employees. Alongside this we'll consider how sponsorship-seekers can support this trend and repurpose assets to meet demand.

12.30: Lunch Break—Networking Session

Delegates enjoy a second networking session during the lunch break.

13.30: Breakout Sessions (run simultaneously—delegates advance book into their preferred session)

Spotlight Sponsorship—Digital

Our first breakout explores the role digital activation and engagement plays in helping to deliver and amplify sustainable sponsorship programmes

Spotlight Sponsorship—Social

Our second breakout explores an in-depth partnership that is facilitating social change giving delegates a behind-the-scenes view of the opportunity and challenge of collaborative working with multiple stakeholder groups.

Spotlight Sponsorship—Access

The pandemic demonstrated huge societal inequalities and has driven a movement to 'level-up' access and opportunities; sponsorship can play a pivotal role in helping to achieve this which is the focus of our third breakout.

14.15: Group Session: Evaluating Sustainably

Our second large-scale case study of the day explores the measurability of sustainable sponsorship programmes and questions whether the industry is sufficiently equipped to measure the impact of increasingly sophisticated objectives and campaigns that tackle large-scale societal challenges?

15.00: Tea Break—Delegates participate in our second structured networking session across an extended tea break

15.45: Group Session: Sponsorship: Reworked—Emerging Opportunities

A huge shift in the type of businesses using sponsorship as a marketing medium sees a different sponsorship landscape emerging with new appetites, ambitions and objectives evolving from a wide-range of sponsoring organisations. In a post breakout-out Q&A session we talk to some of sponsorship's newest investors to understand what they want from sponsorship and how that connects to their wider CSR and brand ambitions. To close out the conference we'll consider future sponsorship evolution and opportunities.

16.30: Closing remarks followed by drinks and networking opportunity