

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

09.40: Opening Remarks: Catherine Hawkins, Founder, Think! Sponsorship followed by a Welcome Address from The British Library

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.

Sandra Greer, Head of Insight (SVP), MKTG

10.00 Group Session: Scaled Sustainability—Interview

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

Leena Patel, Global Strategic Partnerships, Deloitte

10.30: 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.

11.20: Group Session: Rewarding Sustainably—Panel

Sponsorship has long-served 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.

Stuart Wareman, SVP Experiences, Events & Sponsorship, Accor

Gareth Griffiths, Director, Partnerships & Sponsorship, Virgin Media O2 (TBC)

Katrina Keen, Partnerships & Social Media Manager, Ecotricity (TBC)

12.00: Group Session: Sustainable Business—Case Study

The EFL's three year award-winning partnership with eBay empowers the businesses supporting local communities around all 72 EFL clubs. The 'Small Businesses United' programme showcases the power of collaboration and demonstrates how social and economic sustainability can be achieved through creative and innovative partnerships. In our second case study of the day we switch up our approach and move from global to local recognising impact and excellence in both strategy and execution.

Initiative: EFL x eBay "Small Business United" - this session will be co-presented by representatives of eBay and Mediacom

12.45: Lunch Break—Networking Session: An opportunity for delegates to network with attendees during the lunch break

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

Spotlight Sponsorship—Environmental

Our first breakout looks at sustainable sponsorship through the lens of a high-impact environmental partnership. We'll examine one of the industry's biggest growth areas which sees businesses integrate their sustainability strategies into mainstream marketing and communications fuelling meaningful engagement with employees, customers and the media alike whilst delivering environmental outcomes and impact.

This breakout will put The Wildlife Trust x Jordans "Jordans Farms" partnership in the spotlight and will be co-presented by representatives of The Wildlife Trust & Jordans

Spotlight Sponsorship—Access: Levelling Up

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 second breakout.

This breakout will put the TikTok x Royal Shakespeare Company (RSC) "TikTok £10 Tickets" partnership in the spotlight and will be co-presented by representatives of the Royal Shakespeare Company (RSC) and TikTok

Spotlight Sponsorship—Social: Diversity, Equality & Inclusion

Our third breakout considers the social impact of DE&I programmes and the what these initiatives deliver to both rights holder and partnering businesses alike.

14.30: Group Session: Evaluating Sustainably

Our third case study of the day explores the measurability of sustainable sponsorship programmes and questions where and how we can measure the impact of increasingly sophisticated objectives and campaigns that tackle large-scale societal challenges?

Initiative: British Vogue Forces for Change in Partnership with BMW

15.15 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.

Blair Halliday, Managing Director UK, Gemini (Cryptocurrency Exchange)

Mike Mainwaring, Head of Sponsorship, Cazoo (Automotive Trading)

16.30: Closing remarks followed by drinks and networking opportunity