



changeboard futuretalent CONFERENCE

22nd March, 2018

Royal Geographical Society, London

**Sponsorship &
partnership packages**

Winner



Willis Towers Watson
Media Awards
2016

**CHANGEBOARD
HR PUBLICATION
OF THE YEAR**

About Future Talent

Changeboard's flagship Future Talent conference brings together 750 HR directors, heads of HR function, and senior business leaders to hear from distinguished thought leaders from business, society and the arts.

The 2018 Future Talent conference agenda will explore 'Skills, AI and wellbeing in the Fourth Industrial Revolution'.

The philosophy behind the event is to provide a kaleidoscope of inspirational perspectives, in engaging TED style formats, to equip senior HR and business professionals with insights that can have a direct impact on the bottom line within their organisations.



Showcase your brand at Future Talent

- Brand association with Changeboard's flagship B2B product
- Communicate your brand to a senior targeted audience
- Accurate targeted marketing and opportunities to engage with your content over a 12 month cycle pre, during and post event (June 2017 – May 2018)
- Opportunity to network with potential clients, customers & industry leaders
- Full range of Changeboard media channels to leverage in print & online over a 12 month period
- Opportunity to showcase your products and services at the conference with a dedicated stand position

At Future Talent 2018, each sponsorship opportunity is highly customised to suit your individual objectives and budgets.

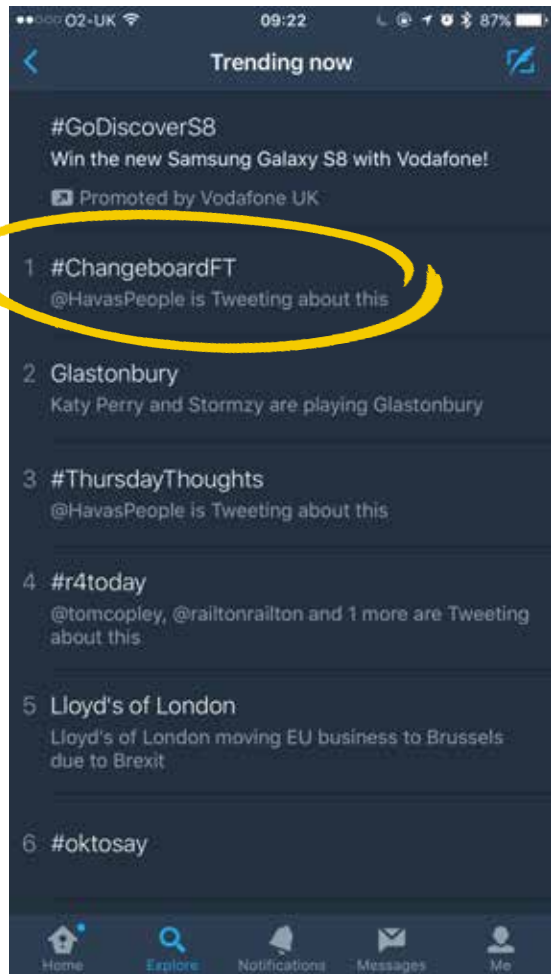
A dedicated account manager and Changeboard team will work with you to deliver demonstrable ROI in terms of relationship and brand building.

“Having the chance to engage here is so powerful”

Kevin Hough
Head of Talent Acquisition, PepsiCo UK & Ireland

2017 Social Highlights

#ChangeboardFT hit the top trending spots at various times throughout the day



In total over **2,200 individual pieces of content** were tracked on the day, receiving **3,100 engagements** and gaining up to **2.81 million impressions**.



Top Tweets

Mary Appleton 30

love that the arts is finally being championed for business creativity and courage yes thank you @M_Heffernan #ChangeboardFT

March 30, 2017

Changeboard 29

We're almost ready we can't wait to see you all tomorrow for #changeboardft <https://t.co/7OH2wkdo68>

March 30, 2017

Tin Campbell 33,968

essential aspect of #business #trust Let's see how these legends can relate sport to enterprise #ChangeboardFT <https://t.co/M4PQyFflb5>

March 30, 2017

Michelle d'Amores 3,603

glastonbury frings #OKConf #ChangeboardFT dinero en dolares affiliate gratis hotlogo earn more than \$30 per day <https://t.co/HstUIQvEla>

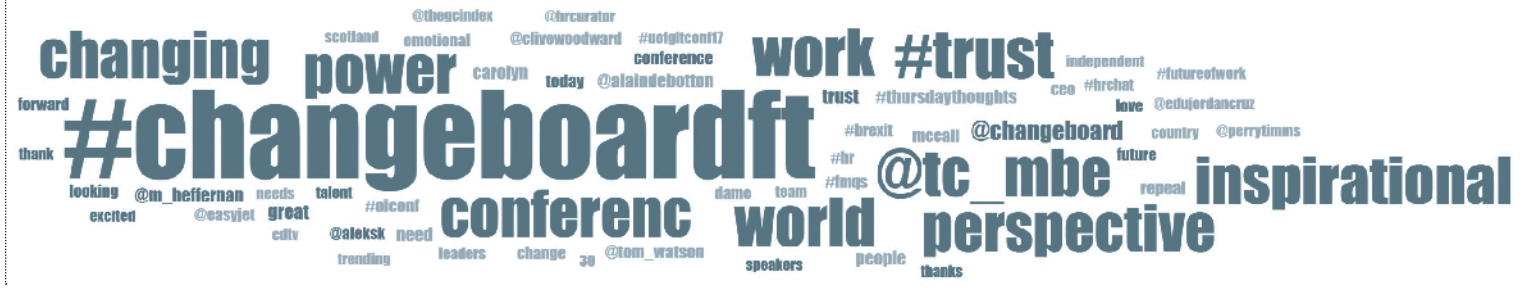
March 30, 2017

WNY UNDAWK.COM 0,445

<https://t.co/GkbsCaDU2q> #ChangeboardFT #digitalindex17 #LeftBehindBritain #MobiliseBusiness #ThursdayThoughts #qclub #clubmusic #edmfamily

March 30, 2017

Top key words used throughout the day

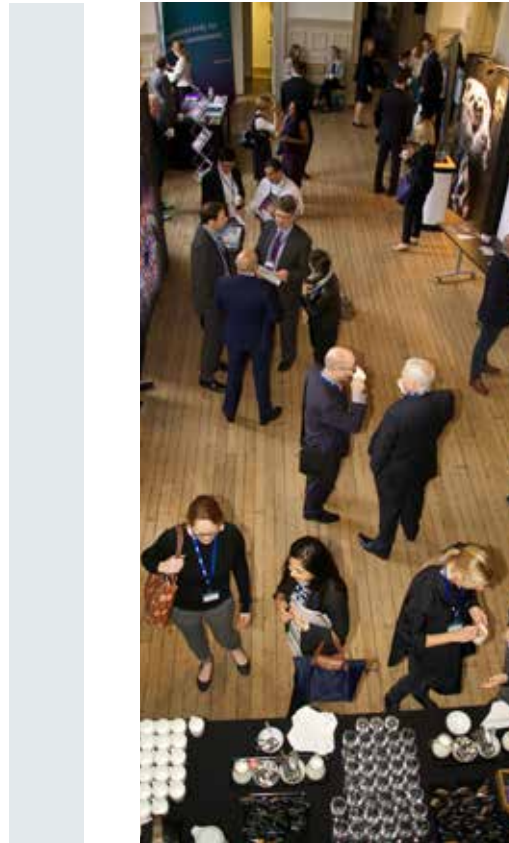


Our Conference delegates

Changeboard has the leading network in the HR industry (with over 100,000 unique website users per month) and our flagship conference brings together a B2B network of 750 senior figures in our HR and business community, including:

- CEOs and MDs
- HR Directors, VP HRs and Chief People Officers
- Learning & development directors/heads of
- Talent management & talent acquisition directors/heads of

Our delegates have significant budget control and decision-making powers and are attending the conference to hear from influential speakers to develop their network and discover solutions to their challenges provided by leading vendors in the market.



2017 Conference delegate feedback

“Changeboard events always provoke you to think differently”

Gemma Lines
Head of Resourcing EMEA, Citi

“Amazing venue, amazing speakers and a great opportunity to meet new people”

James Ryding
Head of Talent Acquisition, easyJet

“The whole suite of speakers were fantastic, content was brilliant, and the pace was really good”

Gareth Lavery
Head of HR, Experian

“A very stimulating and different group of speakers”

Nick Cresswell
VP Talent, Thomson Reuters



“The Changeboard conference always gives me lots of ideas for my day job, to help me understand how the wider world is changing”

Mike Thompson
Head of Early Careers, Barclays

“I wouldn’t miss this event for the world. It is incredibly powerful and engaging, I always leave energised with a spring in my step”

Rachel Humphrey
Head of HR Strategy, Travelport



At Future Talent 2017 Changeboard was delighted to welcome HR & business leaders from organisations including:

| | | | | | | |
|--|---------------------------------------|------------------------------------|-------------------------------------|--------------------------------|------------------------------|------------------------------------|
| Accenture | Brent Council | D3 Events | GL Talent Consulting | LB Camden | Oxfordshire CC | Swiss Re |
| Acro | Bridge International Academies | DeepMind | Goldman Sachs | Leeds Council | P & O Ferries | Takeda Pharmaceuticals |
| Addison Lee | Bright Ideas Trust | DELL | Google | Lewis Silkin | PA Consulting | Tandem Bank |
| Adobe | British Army | Deloitte | GSK | Lewisham Homes | Page Group | Tcs-uk |
| AIA | British Council | Department for International Trade | Harrods | Lexisnexis | Pegasi Management Company | Telefonica |
| AIG | Brookfield Global | Department for Transport | Heidrick & Struggles | Liberty Global | Pepsico | Temenos |
| All Saints | Brunel University | Deutsche Bank | Home Grown Hotels & Lime Wood Group | Linedata | Pladis | Tesco |
| Allen & Overy | BSI Group | Develop Talent Ltd | Homegroup | Lloyds Banking Group | PMSL | TFL |
| Amazon | Caffe Nero | Direct Line Group | Hotcourses | London Business School | Police Now | Thales |
| Amex | Cambridge University Press | DLA Piper | House of Lords | London NW Healthcare NHS Trust | Portman Dental Group | Thames Hudson |
| AMS | Campbell Dallas LLP | DMG Media | HSBC | L'Oreal | Post Office | The Children's Trust |
| Angel Trains | Cap Gemini | DONG Energy | HSC Leadership Centre | Lubrizol | Prudential plc | The Pipline |
| Ark | Capita | Drax Partnership | Hudson | Macfarlanes | PwC | The Skills Farm |
| Armstrong Craven | Capital Group | Dyson | IBM | Make a Wish | RAC | The Tony Blair Institute |
| Ashridge Hult | Careers and Enterprise Company | East Kent Hospitals NHS trust | IESE Business School | Man City FC | Ramboll | Thirtythree |
| Aspen | Carillion | easyJet | IHG | Markel International | Resource Solutions | Thomson Reuters |
| Association of Business Psychologists | Carphonedixons | EC English | ILM | Marks & Spencer | RMP Enterprise | Timewise |
| Association of MBAs | Cath Kidston | EDF Energy | Imperial College London | Marsh McLennan | Rolls Royce | Timewise Foundation |
| Astrum HR | CDP | EMCOR | Imperial Tobacco | Mastercard | Royal Academy | TMP |
| AT Kearney | CEB Global | England Cricket Board | Indeed | Mattoliwoods | RSM UK | Travel Port |
| AT&T | Central England Co-op | EON | Intelligent Office UK | MBDA | Russell Reynolds Associates | Trowers & Hamlins LLP |
| ATS Euromaster | Centrica | Ernst & Young | International SOS | MEC | S & P Global | TSB |
| Audeliss | CGI | Experian | IPC | Mencap | SAB Miller | University of Nottingham |
| Avis Budget | CIPD | EY | Iron Mountain | Mental Health in Business | Santander | Unum |
| AXA PPP | CIPFA | FCA | ITV | Mercer | Serco | UPP |
| BAE Systems | Citi | Fearless Futures | Jaguar Land Rover | Merlin Entertainments | Shawbrook Bank | Urban Massage |
| Baker Hughes | City & Guilds Group | Ferrero | JDA Software | Metropolitan Police | Shazam | Victoria and Albert Museum |
| Bank of America Merrill Lynch | City Financial | Fidelity International | John Lewis Group | Mitsubishi Bank | Simmons & Simmons | Virgin Atlantic |
| Barclays | City of Glasgow College | First Direct | John Wiley & Sons | Modern Times Group | Simply Health | Virgin Media |
| BAT | Civil Service | Fizzpopbang | Johnson Controls | Mondelez | SMRS | Virgin Unite |
| Bauer Media | Clarion Housing | Frazer Jones | Kantar | Monster | Sompo Canopus | Vox Markets |
| BBC | Clifford Chance | Freshfields | KCOM | Morgan McKinley | Sonnedit | Warner Bros |
| BDO | Coca Cola | Fullers | Kellogg's | National Grid | Sony | Warwickshire CC |
| Ben Sherman | Common Purpose | Gambling and Learning Commission | Kelly Services | Newscorp | Southern Co-op | We are Macmillan |
| Bettys and Taylors | Consilium | Gazprom | Kidzania | NFU Mutual | Southwark Council | Whitbread |
| BITC | Co-Op | GE | King | NHS South, Central and West | Specsavers | Wood MacKenzie |
| Blackbridge | Costa | Gerald Eve | Kobalt | Nomura | Standen Talent Associates | Workday |
| Boots | Costain | GFK | KPMG | Norton Rose Fulbright | Starcom Mediavest | Yorkshire Ambulance Service |
| Bouygues E&S | Criteo | Girl Effect | Kreston Reeves LLP | Oracle | Stella McCartney | Young & Co LLP |
| BP | Cubic Transportation systems | | Lancaster Business School | Outstanding | Stonewall | Young Women's Trust |
| Bravura Solutions | | | | | Stonewater | Zaha Hadid Architects |
| | | | | | Supergroup | Zurich |

Sponsorship packages

Strategic and Headline Partner

£100,000

- 20-minute speaking slot or involvement in shaping the panel discussion with HRDs / CEOs
- Sponsorship rights to RGS
- Hosting and branding of 40 VIP seats for employees and clients (including food and refreshments at the event, throughout the day and at the post event drinks reception)
- Hosting a 20 minute exclusive workshop session during a break at the conference
- VIP drinks reception for your guests, as well as selected guests by invitation from the other delegates attending for you to network with (facilitated by Changeboard)
- Prominent stand position
- Headline Sponsor branding on the homepage of our bespoke conference registration site to profile your products and services
- Company page to profile your products and services, showcase thought-leadership content and your contact information
- Delegate list with contact details (where data protection allows)
- Customised promotional marketing campaigns pre-conference
- Double page spread in prominent position on the back cover or inside the front cover of our conference brochure
- Full page company profile and leading branding in the conference brochure
- Hosting of media assets (Video, PDF docs etc.) on your company page on our event website
- Prominent logo positioning on a number of pre and post conference HTML emails from, September 2015 to April 2016
- Promotional materials in delegate bags
- Double page spread coverage in Changeboard magazine following the event



Sponsorship packages

Diamond Partners £50,000 - £75,000

20 min practical workshop session

for up to 30 delegates – an ideal way to be positioned as an authority against a relevant topic while educating the audience and creating discussion.



- Dedicated exhibition stand in a prominent position
- Prominent branding on our conference registration website
- Company page on events website to profile your products and services
- 15 VIP attendee tickets for employees and clients.
- Full page advert, company profile and branding in conference brochure
- Delegate list with company and names of attendees
- Hosting of media assets (video, PDF docs etc.) on your company page on the event website
- Logo positioning on a number of pre and post conference HTML emails, from September 2016 to April 2017
- Promotional materials in delegate bags
- Custom lead-generation and branding options available

Platinum Partners £30,000



- Dedicated exhibition stand in a prominent position
- Prominent branding on our conference registration website
- Company page on events website to profile your products and services
- 15 VIP attendee tickets for employees and clients.
- Full page advert, company profile and branding in conference brochure
- Delegate list with company and names of attendees
- Hosting of media assets (video, PDF docs etc.) on your company page on the event website
- Logo positioning on a number of pre and post conference HTML emails, from September 2016 to April 2017
- Promotional materials in delegate bags
- Custom lead-generation and branding options available

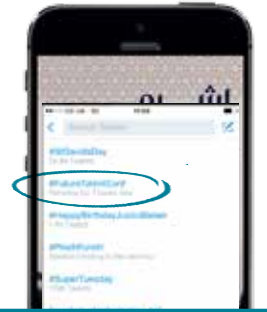
Gold Partners £15,000

- Dedicated networking/stand space
- Branding on our conference registration website
- 5 attendee tickets for employees and clients (including all food and beverages at event)
- 100 word company profile and branding in our conference brochure
- Hosting of media assets (video, PDF docs etc.) on your company page on the event website
- Logo positioning on a number of pre and post conference HTML emails, from September 2016 to April 2017
- Promotional materials in delegate bags



Additional opportunities

Social media sponsorship £20,000*



*Changeboard's Future Talent Conference hashtag reached #1 in the UK for 7 hours

Delegate folder/ bag sponsorship £20,000



Lunch sponsorship £10,000



Coffee break sponsorship (x2) £10,000



Drinks reception sponsorship £10,000



Name badge sponsorship £10,000



Future Talent 2018 venue

The Future Talent Conference 2018 will once again be held at the Royal Geographical Society (where Darwin gave his Origin of the Species lecture) on 22 March 2018.

“Such fantastic energy in the room, people were so engaged”

Dame Carolyn McCall
CEO, easyJet



“Really intellectually stimulating speakers, great networking and a good bit of fun”

Amy Sawbridge
Head of people strategy, Virgin Group

“The room felt intimate, engaging, and delegates had such positive energy”

Lord Chris Holmes