

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

CIPR National Conference 2018

MEDIA PACK

Thursday 29 November 2018
British Library



The CIPR National Conference is the most highly regarded event in the PR communications calendar and, as such, attracts the industry's most influential leaders from across the UK.

Taking place in the iconic British Library, the conference will bring together around 150 of the UK's senior PR professionals. Delegates will enjoy a brand-new format for the conference, which includes keynote speakers from well-known comms teams at leading businesses, and breakout sessions for a more focused approach to learning. They will also experience a day of learning and networking among influential peer groups.

The theme for the day is Accountable Leadership and Social Purpose. In times of change and turmoil, brands need to work harder to gain and maintain legitimacy within society. This year's National Conference will explore accountable leadership, ethical frameworks and how social purpose can link to organisational objectives for the greater good.



The CIPR National Conference at a glance

ATTENDEE NUMBERS: 150

WHAT?

The CIPR National Conference brings together 150 of the most influential PR professionals in the industry for a day of networking and learning.

WHO?

The CIPR National Conference attracts a wide range of PR professionals, including representatives from the public, private and not-for-profit sector. Delegates are of a senior level, such as heads of comms, CEOs and managing directors from within the PR industry.

WHEN?

Thursday 29 November

WHERE?

British Library,
96 Euston Rd,
London NW1 2DB

WHY?

NETWORKING

- Rare networking opportunities with the country's top PR professionals.
- Meet and educate key decision-makers about your services.

ASSOCIATION WITH THE CIPR

- Position your brand alongside the largest chartered body dedicated to PR in the UK.

BRANDING

- Benefit from a marketing campaign in the lead-up to the event.

JOB TITLES: MD, CEO, head of communications, PR manager, marketing manager, head of marketing, global brand director, senior account manager, communications manager

COMPANIES IN ATTENDANCE: Arthritis Action; Ben & Jerry's; Crystal PR; Intellectual Property Office; Kent and Medway NHS and Social Care Partnership Trust; Kogan Page; Loughborough University; McCann; The National Lottery; Pernod Ricard

Sponsorship opportunities

The CIPR National Conference is your chance to put your brand front and centre in the minds of top communications professionals. Here are some of the ways you can get involved:

HEADLINE SPONSOR £7,500

- Announcement on social media
- Prominent logo on adverts and brochures promoting the event
- Logo on website and 50-word company profile
- Logo on confirmation email to registered delegates
- Logo on the main holding slide
- Welcome and 'thank you' from the conference chair
- Opportunity to host a breakout session
- Exhibition stand space in a prominent position
- Four delegate passes to the conference
- Branding in the lunch area
- Delegate list (PDF format – company and job title only)

EXHIBITION SPONSOR £2,000

- Announcement of sponsorship via social media
- Logo on adverts and brochures promoting the event
- Logo on website
- Welcome and 'thank you' from the conference chair
- Two delegate passes to the conference
- Exhibition stand space
- Delegate list (PDF format – company and job title only)

BREAKOUT SESSION SPONSOR £3,500

- Announcement of sponsorship via social media
- Logo on adverts and brochures promoting the event
- Logo on website
- Welcome and 'thank you' from the conference chair
- Two delegate passes to the conference
- Opportunity to host a breakout session at the conference
- Branding in the breakout room for the day
- Delegate list (PDF format – company and job title only)

DELEGATE BAG SPONSOR £1,000

- Two delegate passes to the conference
- Logo on conference programme
- Logo on website
- Branding on delegate bag for the event
- Insert to be included in the delegate bag (to be approved by CIPR)
- A 'thank you' from the conference chair
- Delegate list (PDF format – company and job title only)

APP SPONSOR £5,000

- Two delegate passes to the conference
- Logo on conference programme
- Logo on website
- Announcement of sponsorship via social media
- Home screen branding on event app with sponsor logo
- Sponsor profile within the app
- Banner ads in all available sections of the app
- Branding and link in navigation menu of the app
- Prominence over other sponsors' branding within the event app
- A 'thank you' from the conference chair
- Delegate list (PDF format – company and job title only)

LANYARD AND NAME BADGES £1,000

- Two delegate passes to the conference
- Logo on conference programme
- Logo on website
- Branding on all lanyards and name badges worn at the event
- A 'thank you' from the conference chair
- Delegate list (PDF format – company and job title only)

TWITTER WALL SPONSOR £2,000

- Two delegate passes to the conference
- Logo on conference programme
- Logo on website
- Logo to be featured on the twitter wall, which will be live throughout the conference
- A 'thank you' from the conference chair
- Delegate list (PDF format – company and job title only)