

Three Day Summit, 18th-20th September 2006
 Two Day Conference 18th-19th September 2006
 One Day Masterclass 20th September 2006
 Earls Court Conference Centre, London SW5

The latest case studies, the brightest thinkers – revitalize your sponsorship & drive your brand

SPONSORSHIP SUMMIT 2006

www.thesponsorshipsummit.com

CREATING AND LEVERAGING STAND-OUT SPONSORSHIP TO DRIVE LASTING BRAND ENGAGEMENT

Inspiring AND preparing you to...

- **Implement** an international sponsorship strategy to meet brand, business and CSR objectives
- **Innovate** your sponsorship activation to create something truly 'different'
- **Leverage** business to business sponsorship opportunities to develop and maintain lasting relationships
- **Measure** the return on your sponsorship investments using the latest evaluation techniques

SPECIAL FEATURE - 3 STREAMS

- 1 SPORTS STREAM
- 2 BROADCAST STREAM
- 3 ARTS & FILM STREAM

The biggest sponsors, the best deals, the most innovative thinkers...



SPONSORSHIP SUMMIT 2006 DAY THREE: MASTERCLASS

SEPARATELY BOOKABLE

20th September 2006, Earls Court Conference Centre, London SW5

SPONSORSHIP AND THE GAMES. Multi-speaker masterclass to assess the strategic goals of The Games sponsorship and the fit with your brand

Media Partners:



Online Media Partner:



Do you get it right every time?

Part art, part science – 100% Sponsorship. Make sure you're at the event that gives you the tools you need to create explosive sponsorship properties that drive business, brand and CSR objectives – and ultimately your bottom line.

How do I get a consistent brand message across in such a cluttered media environment?
Should I go for the mainstream market or target specific audiences?
How do I engage my audience, create a clear brand identity and drive exposure?
How can I make sure my consumer touchpoints leave a lasting impression?

Improve your odds, maximise your opportunities and rejuvenate your sponsorship...
...at Marketing Week's Annual Sponsorship Summit 2006.

Bringing together the latest practical case studies and most innovative thinking, this event will uncover the strategies and challenges behind some of the most effective sponsorship campaigns of recent times.



1 SPORTS STREAM 2 BROADCAST STREAM 3 ARTS & FILM STREAM

We've tailored three separate streams to meet your specific sponsorship challenges, so whether it's sports, arts, or broadcast, we've got the industry professionals who will help you get it right.

The sports stream includes a world cup case study, as well as explaining how to engage fans at all levels of a chosen sport

The broadcast stream will explore the proliferation of channels and demonstrate how to communicate a consistent sponsorship message in a changing environment

The arts & film stream will delve deeper into campaigns to show how to carefully target specific audiences based on their individual needs

Revitalise, reposition and rejuvenate your sponsorship strategy:

- Connect with your consumers by creating special 'once-in-a-lifetime' experiences
- Position your sponsorship at the centre of your campaigns and integrate it with your overall marketing strategy
- Evaluate the impact of your sponsorship by monitoring specific key performance indicators

If you're involved in sponsorship, can you afford to miss out on the industry's favourite annual?

Colin Blount, Vice President, **Visa Europe**

Giles Morgan, Head of Sports Sponsorship & Marketing, Group Marketing, **HSBC**

Simon Lloyd, Head of Marketing, **Nokia**

Daragh Persse, Senior Sponsorship and Media Manager, **Vodafone**

Ardi Kolah, Author 'Strategies: Maximising the Value of Sponsorship' & Chief Strategy Officer UK, **PRISM**

Darren Khan, TV Sales Director & Head of Radio Sponsorship and Promotions, **Emap**

Paul Simon, Head of Sponsorship & Partner Marketing, **BT**

David Goldesgyme, Head of Sponsorship, **BBC**

Angus Buchanan, Head of Sponsorship, **Volvo Ocean Race**

Kevin Roberts, Editorial Director, **SportBusiness Group**

Gareth Roberts, Sponsorship Controller, **Carlsberg**

Pippa Collett, Director, **Spectrum Sponsorship**

Chris Pelekanou, Deputy Advertising Director, **The Guardian Newspaper**

Alastair MacDonald, Group Managing Director, **Connexus Group**

Mark Bullingham, Director, **Brand-Rapport**

Steve Sayer, Head of Sponsorship and Partnerships, **Manchester City Football Club**

Tanya Veingard, Head of Sponsorship and CSR, **Norwich Union**

Samantha Burns, Brand Development Director, **Ernst & Young**

Nigel Currie, Director, Brand-Rapport and Chairman, **European Sponsorship Association**

Sandra Greer, Head of Research, Sport Marketing Surveys and Head of Research **European Sponsorship Association**

Amanda Cropper, Head of Corporate Development, **Tate**

Emily Droy, New Business Manager, **Tate**

Elisabeth Monro and Flora Bhattachary, Business Development Managers, **Arts & Business**

Jonathan Slot, Sponsorship & Promotions Director, **Carlton Screen Advertising**

Andy Korman, Partner, **Hammonds**

Dan Harrington, Partner, **Couchman Harrington Associates**

Nick Johnson, Partner, **Osborne Clarke**

Dan Armstrong, Event and Sponsorship Manager, **Easynet** – the Official Broadband Network Partner of the British Olympic Association

Andrea Rinnerberger, Leader, Global 2006 FIFA World Cup Partnership, **Avaya**

Chris D'Sylva, Senior Brand Manager, Beck's, **InBev**

Melanie Briggs, Deputy Head of Sponsorship, **Channel 4**

Visit www.thesponsorshipsummit.com and sign up now!

Drive your CSR agenda through grassroots sponsorship

SUMMIT DAY ONE 18th September 2006

08.45 Registration and morning coffee

09.15 Chairman's opening address

Kevin Roberts
Editorial Director
SportBusiness Group



09.30 **Meet & greet your industry peers through speed-networking**

Start the day by getting on your feet, putting faces to names and making contacts you can follow up

09.50 **Aligning your sponsorship with your overall marketing strategy**

- Choosing the right property to create maximum potential for long-term brand development
- Leveraging rights in ways that best complement your brand values on platforms that support the rest of the marketing communications

Simon Lloyd
Head of Marketing
Nokia



10.30 **Putting something back: Driving corporate social responsibility through grassroots sponsorship to support brand and business objectives**

LATEST CASE STUDY

- Supporting both brand and the CSR agenda by increasing grassroots sponsorship investment
- Leveraging grassroots sponsorship deals to create mass awareness and build an emotional connection with the target audience
- Ensuring sponsorship is integrated across the business and appeals to a diverse range of audiences and stakeholders - consumers, political, internal and intermediary

Tanya Veingard
Head of Sponsorship and CSR
Norwich Union



11.10 Get the latest news from your peers over a cup of coffee

11.30 **Examining relative benefits and risk of sports sponsorship versus music sponsorship**

MUSIC Vs SPORT

- Relative benefits, strengths and weaknesses
- Targeting the right audiences for your brand
- Mass-reach or diversity and quality of audiences

Daragh Persse
Senior Sponsorship and Media Manager
Vodafone



12.10 **Leveraging sponsorship internally: Optimizing the value of your sponsorship activities through effective employee engagement**

- Motivating your people with direct involvement in the sponsorship and incentives
- Creating a 'buzz' and excitement amongst your people to increase engagement, improve retention and make your employees truly proud
- Engaging your people to add to your customers' experience of the sponsorship

Samantha Burns
Brand Development Director
Ernst & Young



12.50 Lunch for all

14.10 **Analysing trends in measurement techniques to gauge sponsorship return**

- Moving from simple exposure measures to a value-based approach that hinges on the objectives of individual sponsorship deals
- Understanding the shift in measurement approach from sponsorship as a 'media buy' to sponsorship as a 'business opportunity'
- Tailoring your measurement techniques to your business objectives

Sandra Greer
Head of Research
Sport Marketing Surveys
and Research Director
European Sponsorship Association



14.50 **The right fit: Choosing the deals that are mutually beneficial and create the maximum opportunities for leverage**

- Selecting deals that provide a range of opportunities to exploit your company's capabilities and activate the association
- Leveraging sponsorship both internally and externally to create staff engagement and brand impact
- Using technological innovation to bring the sponsorship to life

Paul Simon
Head of Sponsorship & Partner Marketing
BT



15.30 Quick coffee break to catch up with delegates you've missed so far

15.50 **The role of sponsorship in Public Service Broadcasting**

- It's not a media buy - so what is event sponsorship for a public service broadcaster like the BBC?
- An overview using three case studies, ranging from the mass market to digital platforms

David Goldesgeyme
Head of Sponsorship
BBC



Music vs sport – which one is right for your brand?

16.30 **Innovating your sponsorship deals to stand out and create something truly 'different'**

SPONSORSHIP INNOVATION

- Capturing the attention and imagination of your audience by going the extra mile with your activation
- Standing out from the competition by taking a risk and trying something completely different

Angus Buchanan
Head of Sponsorship
Volvo Ocean Race



17.10 Chairman's closing comments and close of day one

10.50 Morning catch up over coffee

11.10 **Sponsorship on smaller budgets: Exploring opportunities for sponsorship, brand exposure and consumer engagement with limited funds**

SPONSORSHIP ON A SHOESTRING

- Uncovering simple and cost-effective ways to create brand associations that get to the heart of your market
- Squeezing every pound of budget by maximising the value of your sponsorship at every opportunity
- Using online and digital activation techniques to keep costs down, but resonance high

Chris Pelekanou
Deputy Advertising Director
The Guardian Newspaper

theguardian

11.50 **Integrating all aspects of your marketing into your sponsorship to ensure the common theme**

- Aligning and integrating all your marketing communications and consumer touchpoints to support your association across all relevant platforms
- Reinforcing your messages through clear, consistent and concise communication, keeping the sponsorship identity at the core

Pippa Collett
Director

Spectrum Sponsorship

SPECTRUMsponsorship

12.30 Lunch for all

SUMMIT DAY TWO 19th September 2006

08.55 Registration and morning coffee

09.15 Chairman's welcome back
Kevin Roberts
Editorial Director
SportBusiness Group



09.30 **Pulling the strands together: Using an international sponsorship strategy to meet brand, business and CSR objectives**

KEYNOTE: GLOBAL STRATEGY

- Presenting sponsorship as the physical manifestation of your values – does it encapsulate the brand?
- Creating a platform for client relationship management – meeting the business challenge
- Aligning your sponsorship with your CSR strategy and effectively communicating it to all your stakeholders

Giles Morgan
Head of Sports Sponsorship & Marketing
Group Marketing
HSBC



10.10 **Delivering legitimate and innovative campaigns around an event when you're not the lead sponsor**

- Team vs tournament: Engendering different values depending on your association, your brand and your audience
- Structuring the campaign to deliver around your rights and engage your target market
- Leveraging your rights across international borders

Gareth Roberts
Sponsorship Controller
Carlsberg



Contacts made and revisited made event worthwhile

Trevor Watkins, Partner,
Clarke Willmott
Delegate, The Sponsorship Summit 2005



Very high calibre speakers and companies

Gary Linke, Sales & Marketing Manager,
The Football League
Delegate, The Sponsorship Summit 2005



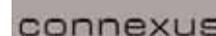
1 SPORTS STREAM



13.50 Positioning sponsorship as the hub of your marketing campaigns to create clear identity and maximum impact

- Turning the traditional model on its head by positioning the sponsorship package at the forefront of the marketing strategy
- Building meaning at every level of the chosen sport, from grassroots programmes to the largest sporting event on earth

Alastair MacDonald, Group Managing Director, **Connexus Group**



14.30 Exploiting your intellectual property rights to create brand partnerships that deliver measurable returns to your brand

- A client led approach to sponsorship - developing a sponsorship programme that delivers meaningful and measurable ROI
- Exploring how rights can be exploited to create powerful associations that engage with the target audience and drive sales
- The importance of stakeholder integration to ensure all opportunities are leveraged

Steve Sayer, Head of Sponsorship and Partnerships, **Manchester City Football Club**



15.10 Afternoon coffee break

15.30 Engaging real fans: Getting to core groups of supporters by sponsoring a sport at all levels

- Investing in the long-term: having a clear objective behind your sponsorship and staying true to that goal
- Using sponsorship to create a credible and lasting legacy
- Taking sports sponsorships into communities

Mark Bullingham, Director, **Brand-Rapport**



16.10 Global B2B sponsorship leverage to solidify and develop lasting business

- Understanding how best to approach B2B sponsorship
- Developing the right opportunities for the people who matter to your business
- Taking a long-term relationship-based approach to develop lasting connections

Andrea Rinnerberger, Leader, Global 2006 FIFA World Cup Partnership, **Avaya**



WORLD CUP
CASE
STUDY

2 BROADCAST STREAM



13.50 Beyond the rhetoric: "The proliferation of channels and media fragmentation"

- Is this a threat or an opportunity for the sponsorship industry?
- Getting exposure to the right audiences at the right times by building an integrated and flexible approach to activation through different media channels
- Exploiting different channels to create and support brand engagement and ultimately drive sales

Ardi Kolah, Author 'Strategies: Maximising the Value of Sponsorship' & Chief Strategy Officer UK, **PRISM**



FEATURING
UNSEEN
RESEARCH

14.30 Navigating your brand into the lives of digital consumers

- Recognising communities of digital consumers and segmenting them into accessible groups
- Making a brand impact by adapting to the changing viewing and listening habits of today's audiences
- Monitoring the effectiveness of your digital broadcast sponsorship to continually tweak and tailor your communications

Darren Khan, TV Sales Director & Head of Radio Sponsorship and Promotions, **Emap**



15.10 Afternoon coffee break

Step out of your comfort zone – innovate your sponsorship

15.30 Investigating new media technologies and online branding relationships

- Gauging the potential of mobile marketing and blogging used in conjunction with traditional activation techniques
- Uncovering the latest in online sponsorship branding and understanding how it can be used as a powerful tool to drive sales
Melanie Briggs, Deputy Head of Sponsorship, Channel 4



16.10 The future of broadcast sponsorship

- How can I manage the balance between consumer 'pull' and brand 'push'?
- VoIP, branded content, digital television, TV on demand – where and how can I access my consumers with effective sponsorship?
- Exploring the link between event sponsors and broadcast sponsors



The day's speakers are joined by Nigel Currie, Director, Brand-Rapport and Chairman, **European Sponsorship Association**

3 ARTS & FILM STREAM



13.50 Using the arts to fulfil B2B objectives creatively and innovatively

- Creating exclusive opportunities to cultivate client and prospect relationships
- Delivering tangible financial returns
- Integrating arts sponsorship with other elements of a company's sponsorship portfolio
- Engaging and motivating employees

LEVERAGE
B2B
SPONSORSHIP
OPPORTUNITIES

Amanda Cropper, Head of Corporate Development, Tate
Emily Droy, New Business Manager, Tate



14.30 Creative arts and business partnerships: Leveraging sponsorship properties in new ways to drive employee loyalty, professional development and staff retention

- Maximising sponsorship value in previously unexplored ways by working with different business units
- Raising awareness and support throughout your organisation by evaluating the impact of your sponsorship

Elisabeth Monro and Flora Bhattachary, Business Development Managers, Arts & Business



15.10 Afternoon coffee break

15.30 Brands in film: constructing powerful associations with movies to resonate with your consumers

- Mastering successful strategies around film tie-ins that carry real meaning for your target audience
- Exploring opportunities for sponsorship, brand exposure and consumer engagement with limited funds
- Exploiting the association by creating events, competitions and other added-value experiences
- Using digital activation techniques to keep costs down, but resonance high

Jonathan Slot, Sponsorship & Promotions Director, Carlton Screen Advertising



16.10 Arts sponsorship case study: Targeting specific consumer groups and driving unique brand image

- Innovating your associations to drive public awareness beyond the arts world
- Leveraging the property to drive the brand internally and externally
- Measuring the ROI of the sponsorship to assess the value to the business

Chris D'Sylva, Senior Brand Manager, Beck's, InBev



Move from your chosen stream back into the main room for the Chairman's closing address

16.50 Chairman's summary

17.10 Close of conference

SPONSORSHIP SUMMIT 2006

DAY THREE: MASTERCLASS

SEPARATELY
BOOKABLE

20th September 2006, Earls Court Conference Centre, London SW5

SPONSORSHIP AND THE GAMES. Multi-speaker masterclass to assess the strategic goals of The Games sponsorship and the fit with your brand

SUMMIT DAY THREE 20th September 2006

09.15 Registration and morning coffee

09.30 Chairman's opening remarks

09.45 The Games debate

- What opportunities exist and will it be worth it?
- Acquiring, controlling and leveraging rights pre, during and post-event
- Assessing the relative costs and potential benefits of different sponsorship opportunities available for The Games – from individual, to team, to national sponsorship

Discussion panel with selected speakers from the platform

10.30 Assessing strategic goals of The Games sponsorship and the fit with your brand

STRATEGIC
CASE
STUDY

- Analysing the benefits and the challenges of being associated with the largest sporting event on the planet
- It's not what The Games can do for you, but what you can do for The Games
- Leveraging the association across all business units for internal engagement and external impact

Colin Blount
Vice President
Visa Europe



11.15 Morning coffee break

11.45 Athens case study: What does it really mean to sponsor Team GB and The BOA?

- Leveraging your association for maximum impact
- Managing the complexities around using logos at home and abroad
- Measuring awareness, value, and the impact on the business

Dan Armstrong
Event and Sponsorship Manager
Easynet



- the Official Broadband Network Partner
of the British Olympic Association

12.30 Lunch for all

13.30 Without in-stadium logos, how do sponsors get maximum value through their association?

- Is there **any** way I can get my logo in the stadium?
- So what kind of rights can I actually exploit?
- Isn't it difficult to protect my exclusivity to this kind of activity?

Andy Korman
Partner
Hammonds

Hammonds

14.15 Combating ambush marketing: Understanding the many different ways a property can be ambushed to better prevent against it

PROTECT
AGAINST
AMBUSH

- Implementing workable anti-ambush strategies to prevent it occurring in the first place
- IPR infringements, tickets and unauthorised third party association
- Exploring tactics to actually enforce rights against ambush marketing to prevent it in practise

Nick Johnson
Partner
Osborne Clarke



15.30 What does The Olympic Bill mean for marketers? All you need to know

- What to look out for: Regulations around your marketing messages in the build up to The Games
- What can and can't advertisers do with their marketing strategies

Dan Harrington
Partner

Couchman Harrington Associates COUCHMAN | HARRINGTON ASSOCIATES

16.10 Chairman's summary

16.30 Close of Masterclass

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SUMMIT VENUE INFORMATION

DATE: **SUMMIT:** Monday 18th & Tuesday 19th September 2006

MASTERCLASS: Wednesday 20th September 2006

VENUE: Earls Court Conference Centre, Warwick Road,
London SW5 9TA

TEL: +44 (0)20 7370 8532

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