

IOD | OPEN HOUSE 2020 on the road

MEDIA PACK

GLOBAL

Broadening the horizons of business and lighting the way to new growth opportunities

CONNECTED

Transforming organisations by harnessing technology, infrastructure and networks

INCLUSIVE

Creating better, more profitable companies with diversity at their hearts

SHAPE THE FUTURE

Join business leaders as they prepare for the challenges ahead

IoD Open House is an event and a concept with collaborative learning at its heart. It gives business leaders a unique opportunity to hear **inspirational presentations** from innovative and influential people, and to attend thought-provoking **workshops** and **networking sessions**, all in one location.

IoD Open House on the Road leaves delegates feeling inspired and **better equipped to grow their businesses** and shape their futures.

Focusing on the **key themes** affecting organisations of all sizes – **global** business, **connected** business and **inclusive** business – these roadshows will give forward-thinking business leaders and entrepreneurs the **tools they require to future-proof and grow their companies.**

WELCOME

How you can be part of IoD Open House

Our range of engagement opportunities will enable you to:

- Play your part in **shaping the content** of the events programme.
- **Access all IoD media platforms** throughout the campaign, which runs from January to December 2020.
- Make use of the IoD's joined-up **digital and social media channels**.
- Reach a **vibrant, informed and influential audience** – some of the UK's most admired business leaders throughout the IoD's regional network.

- Align your organisation with the IoD's **highly respected research** and thought leadership work through a series of dedicated policy reports.

Read on to find out more about the IoD Open House on the Road events, the solutions we offer – and the best way for us to help you deliver your engagement strategy for British business.

The IoD media team

ABOUT THE IOD

The UK's leading business brand



It is the UK's longest-running organisation for professional leaders

It has significant influence over decision-making at the highest level of British business

It represents a wide range of businesses, from entrepreneurial start-ups to large multinationals

It educates and supports private enterprise, setting standards of best practice

It enables directors to be even better leaders and to achieve their business ambitions

THE PROGRAMME

The three dedicated roadshows within IoD Open House On the Road each comprise of seven events. The roadshows' content will be based on the following three pillars of IoD Open House:

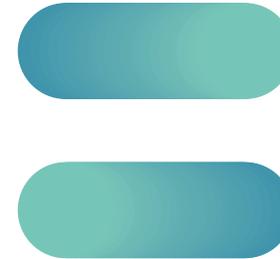
Global



Connected



Inclusive



Future of Mobility
We will become a
world leader in the
way goods
move

Global

Technology and trade have made our world smaller, with goods and services moving across the globe in a click or two. Global business has become truly borderless. We'll learn how to navigate this complex world with the help of trade experts and global business leaders with unique perspectives on international issues.



IOP OPEN HOUSE 2019
on the road

GLOBAL
business events

Proudly working with:

Jeep

AEB

Content

Connectivity is more vital to business than ever. Leaders must be connected to ideas, technology, cultures and people to embrace an ever-changing world and stay ahead of the game. We'll learn how opportunities have been created to make the workplace more productive. And we'll discover how connectedness will shape the future and help businesses to grow.

Connected

Content

The consumer landscape has never been so varied. As we broaden our business horizons in new and unexpected ways, its diversity needs to be reflected in business. Experienced leaders and thinkers will show how inclusivity drives innovation and demonstrate that a diverse workforce is vital for unlocking opportunities and fuelling growth.

Inclusive

WHERE & WHEN

Engagement campaign start date:

January 2020.

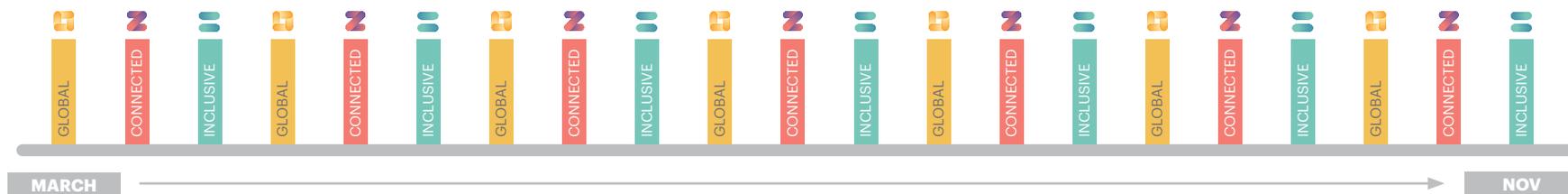
Roadshow event programme:

March to November 2020.

Locations: London, Edinburgh, Manchester and four other key cities per roadshow around the UK.

Delegates: up to 400 business leaders per roadshow (seven events).

- A packed programme of engaging and interactive panel sessions, inspirational speakers and workshops.
- A far-reaching and impactful cross-platform campaign, achieving more than one million impacts throughout the build-up, the roadshow programme and the post-event activities.



Seven events per roadshow

SPEAKERS

A selection of previous presenters at IoD Open House events



Laura Bache
Head of diversity and inclusion at Jaguar Land Rover



Bob Driver
Head of UK5G



Christian Syme
Export finance manager at UK Export Finance



Maya Dillon
UK lead for AI and Azure at Microsoft



Elizabeth Oni-Iyiola
Development director at Inclusive Boards



Jennifer Major
Head of the internet of things at SAS UK & Ireland



Liz Johnson
Athlete mentor, corporate speaker and sports commentator. Co-founder and MD of The Ability People



Rollo Hope
Head of exports, technology and smart cities at the Department for International Trade



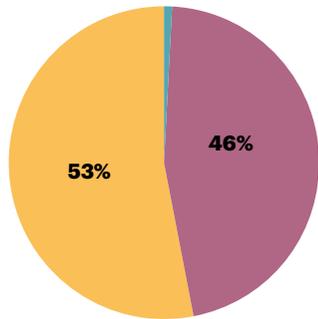
Matt Palmer
Senior director of cyber risk management at Willis Towers Watson



Jess Phillips
Member of Parliament for Birmingham Yardley

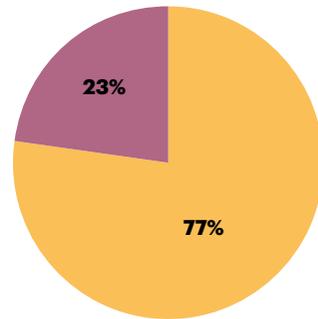
THE IOD AUDIENCE

Job title



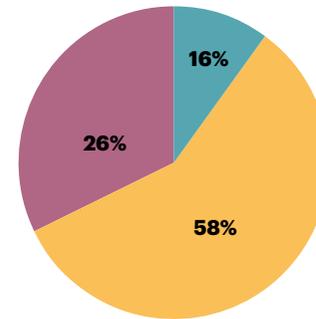
- Chair/CEO/MD/C-level/partner
- Director level and above
- Other

Size of business



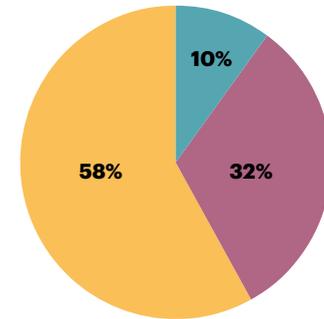
- SMEs (up to 200 employees)
- Large businesses (200-plus employees)

Annual turnover



- Up to £5m
- £5m to £20m
- £20m-plus

Age group



- 39 and under
- 40 to 59
- 60 and over

CAMPAIGN REACH

More than one million impacts throughout a nationwide 12-month cross-platform engagement campaign, starting from January 2020

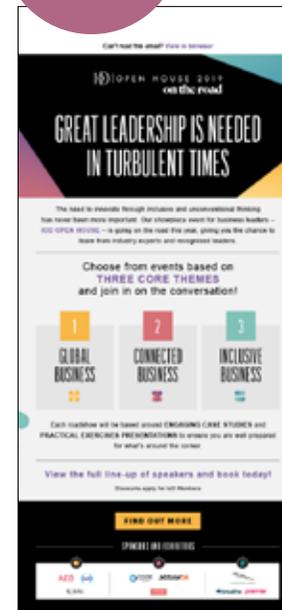
Online



Events



Email



Print



Social media



Digital screens



HEADLINE SPONSORS

One per roadshow

- Deliver an inspirational **keynote presentation** and share a relevant **case study** at each of the **seven events**.
- Participate in the **panel debates**.
- Contribute a **column** (with assistance from the content team) to a relevant **“how to” report** written by the IoD policy unit. These reports will be **distributed in print to the 400 roadshow delegates** and via link by email to all IoD members. They will also be hosted on **iod.com**.
- Advertise on **digital screens** at 116 Pall Mall throughout the campaign period.
- **Branding on social media** assets.
- Three **thought leadership content** opportunities will be available to each headline sponsor during the campaign.
- Opportunity to **supply content**, white papers, research or reports – to be shared via one email – to **all roadshow delegates**.
- One **vehicle showcase** or 4.8m x 2.4m **exhibition space** inside the venues at London, Manchester and Edinburgh, and a 2m x 2m **exhibition space** inside the smaller venues.
- Five delegate **tickets**, including catering at each event, and a 10 per cent **discount** on additional tickets.
- **First option to renew** headline sponsorship by 30 October 2020.

Cost: £50,000 plus VAT.

SPONSORS & EXHIBITORS

Two sponsors and one exhibitor per roadshow

Sponsor package

In addition to all the branding opportunities throughout the campaign (see next page), sponsors are entitled to the following:

- **Host a breakout session** or **participate in a panel discussion** at each of the seven events.
- **Supply content** for an email to the Inclusive roadshow delegates.
- One 2m x 2m **exhibition stand** at each of the seven events
- Four **delegate tickets** and catering at each event.

Cost: £20,000 plus VAT.

Exhibitor package

- One 2m x 2m **exhibition stand** at each of the **seven events**.
- Two **delegate tickets** and catering at each event.

Cost: £10,000 plus VAT.

ALL SPONSORS

All sponsorship packages include the following

Seven events per roadshow, with **up to 400 delegates** over each roadshow's seven events.

A full set of **photographs** supplied for download at the end of the roadshow.

A **campaign reach of more than one million** via email, social media, print, online, digital screens and premises.



Branding on all marketing for the roadshow:

- Sponsor branding included in roadshow lock-up on **all AV**.
- Sponsor branding included in roadshow lock-up on **printed collateral** at each event.
- Sponsor branding included in roadshow lock-up on **digital screen** advertising.
- Your logo and website link on the roadshow section of **iod.com**.
- Branding on advertising for the roadshow in **Director** magazine.

DIRECTOR MAGAZINE & IOD.COM

We will launch the roadshows campaign in the February/March issue of Director magazine. Each roadshow will have a dedicated full-page advert. There will also be a dedicated online zone at iod.com



DIGITAL SCREENS

A practical and effective engagement tool for sponsors



The **digital screens** placed in the high-traffic areas of the institute's London headquarters at 116 Pall Mall will play a key role in IoD Open House on the Road engagement activity.

Sponsors will **share a platform with the IoD** as we take members, their guests and other business leaders using the building through the roadshow campaign.

Sponsors will be **referenced in all digital screen adverts** for their roadshows and be named as sponsors on the advertising for event content relating to their specific roadshows.

Headline sponsors also have digital screen advertising included in their package and will be a **prominent presence** both before and during the roadshows, which span seven months.

GET IN TOUCH

*Partner a leading institution and influence
business decision-makers nationwide*

For more information on how you can get involved with
IoD Open House on the Road 2020
or any of our advertising and sponsorship opportunities,
please contact the **sponsorship sales and content team**
on **020 7775 7708**.

Or email us at **directorsales@seven.co.uk**

Dan Chester: **dan.chester@seven.co.uk**

Rachel Coburn: **rachel.coburn@seven.co.uk**

James Womack: **james.womack@seven.co.uk**

We look forward to working with you.