

CUSTOMER EXPERIENCE WORLD 2020



AFRICA

CAPTURE THE ATTENTION OF OUR POWERFUL GLOBAL AUDIENCE

SPONSORSHIP BROCHURE

Envision the opportunities you'll gain by sponsoring
one of the most prominent events for global business leaders

Customer Success Means Business Success

Why Customer Experience World 2019?

We know you lead busy lives, and it's getting even busier. We recognise the need for efficient, strategic programmes that offer you a wealth of opportunity, but in a short matter of time. Based on our past success and the need for streamlined, succinct information, we are now offering a one-day conference. CEW2019 programme is strategically created to focus on leading-edge customer success strategies and best practices. There is no better event than CEW2019 to promote your business, making it easy to build your brand whilst creating long-lasting impressions.

Who Should Attend?

CEW2019 will bring together thought leaders, industry experts and the most successful customer service organisations. In one-day we will share key industry knowledge in order to guide companies on how to successfully design, develop and put customer success programmes into action.

In today's global marketplace, we can no longer sit on the sidelines and merely respond when needed.

We need to be several steps ahead, which is why CEW was created. We want to help you to be able to anticipate client's needs, and ask and answer the questions your customers haven't even thought of yet.

CEW2019 will provide the answers, insights and knowledge to enable businesses to turn customer experience into customer success. Attendees will be able to walk away from this event with knowledge and an increased network of professionals from all over the world.

What Will We Do For You?

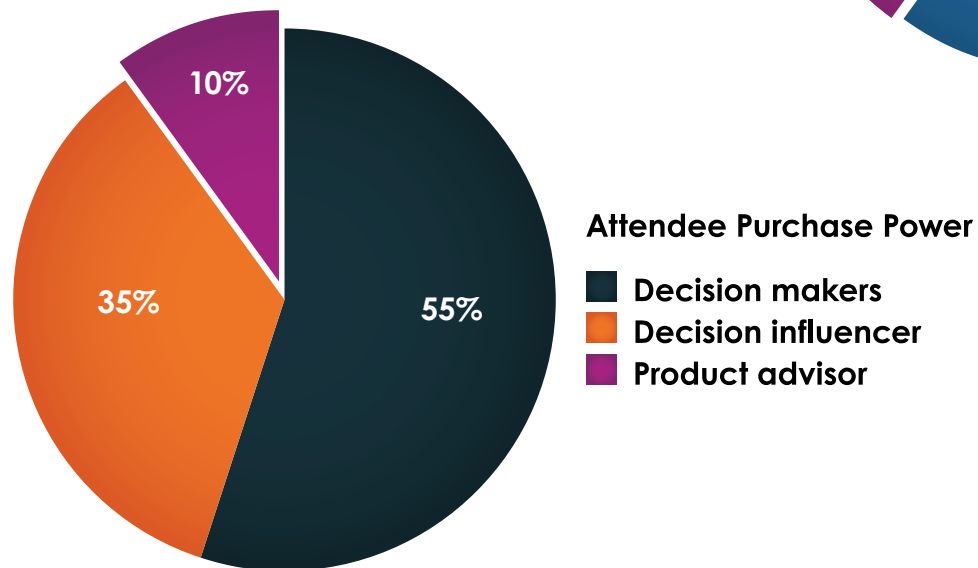
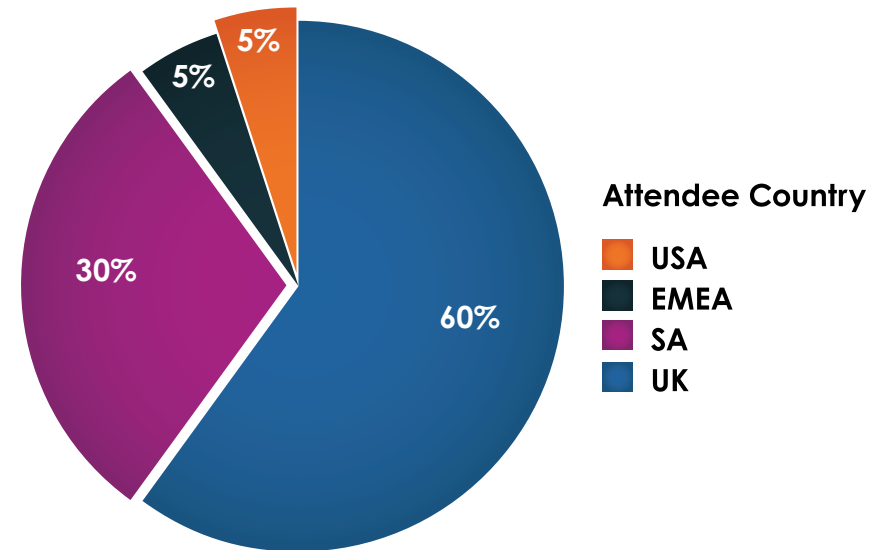
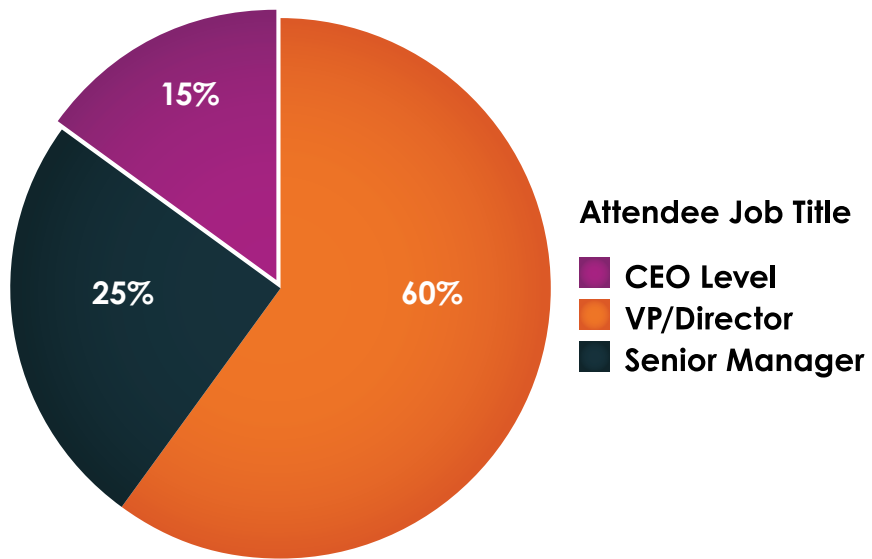
The Focus Group (TFG) will do an extensive marketing campaign building up to the event. These marketing campaigns focus on exposing our sponsor businesses creating digital exposure and credibility.

The campaigns consist of:

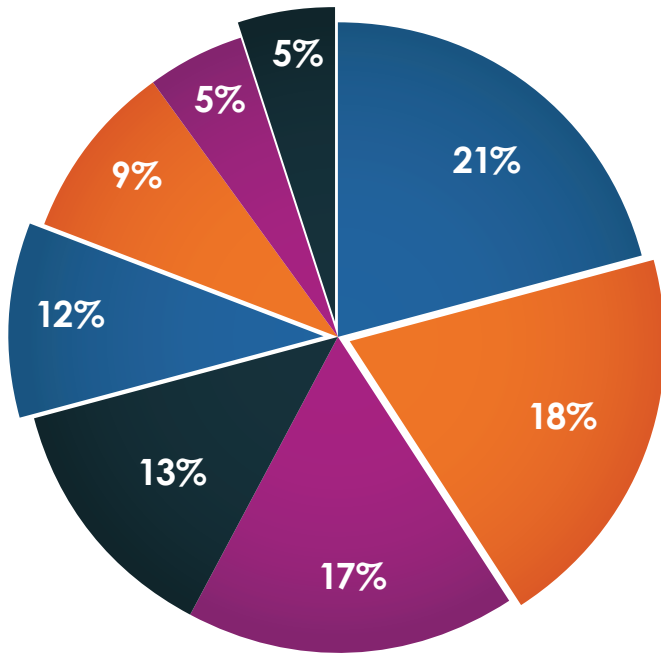
Content Marketing – Publishing press releases, informational and education articles for the sponsors on The Focus Group website which receives between 3000 – 5000 unique visits per day. These articles can be labelled as “green,” which will mean ongoing exposure to the articles. Content can include articles, graphics and videos.

- Email Marketing – Email information and promotions are sent weekly to our large subscriber database highlighting the sponsors and their involvement and offers during the events
- Social Media Marketing – We create separate campaigns for each sponsor via LinkedIn, Twitter, Facebook Youtube, Vimeo, Google Plus and Instagram, while encouraging engagement and interaction to further expose the sponsor's business and event involvement

TAKE A LOOK AT WHO'S ATTENDING

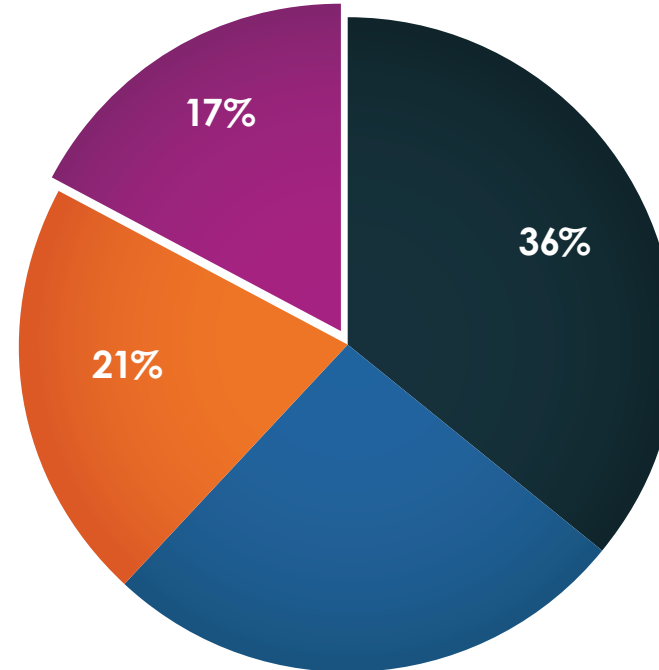


TAKE A LOOK AT WHO'S ATTENDING



Attendee Industry Profile

- Pharma/Healthcare
- Utilities
- Advertising/Marketing
- Retail
- Travel/Services
- Govt/Public Sector
- Telcos./IT
- Banking/Financial Services



Attendee Company Annual Revenue

- > £ 1bn
- £ 400m - £ 1bn
- £ 100m - £ 400m
- < £ 100m

Online Impact:
 Website - 334 046
 Social Media - 38 907

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor

- Marketing and promotional material shared with you
- Mention of your support each day by the Chair/TFG representative
- Logo placement on all delegate badge holders and pack
- Corporate literature within the delegate pack
- Opportunity to put forward a client to provide a opening keynote
- Client Case Study
- You will be promoted as overall sponsors and stream sponsor of your choice
- Year-round exposure via all social media platforms, CEW website, and event related e-blasts
- Maximum visibility branding before, after, and during the event and benefits from all of the Co-Sponsor opportunities as detailed below
- Choose the topic for our working, buffet-lunch, round table 'think tank' discussions. Round table discussions are open to all delegates, who will be able to decide which discussion(s) to take part in.
- Prominently positioned Exhibition Banner - where delegates break for refreshments, lunch and drinks
- Use of "Supporter of CEW2019" in your marketing materials
- Display of your logo on prominent signage and stands in the conference area during the event
- Shared delegate list from the event
- Team Delegate passes for the event (max of 4)

Platinum Sponsor

- Marketing and promotional material shared with you
- Mention of your support each day by the Chair/TFG representative
- Logo placement on all delegate badge holders and pack
- Corporate literature within the delegate pack
- You will be promoted as stream sponsor of your choice
- Recognition as a premier sponsor on all social media platforms, CEW website, and event related e-blasts
- Benefit from maximum visibility branding before, after, and during the event and benefits from all of the Co-Sponsor opportunities as detailed below
- Choose the topic for our working, buffet-lunch, round table 'think tank' discussions. Round table discussions are open to all delegates, who will be able to decide which discussion(s) to take part in.
- Prominently positioned Exhibition Banner - where delegates break for refreshments, lunch and drinks
- Use of "Supporter of CEW2019" in your marketing materials
- Team Delegate passes for the event (max of 3)
- 1 or 2 companies maximum

Gold Sponsor

- Marketing and promotional material shared with you
- Mention of your support each day by the Chair/TFG representative
- Logo placement on all delegate badge holders and pack
- Corporate literature within the delegate pack
- Recognition as a sponsor on all social media platforms, CEW website, and event related e-blasts
- Benefit from maximum visibility branding before, after, and during the event and benefits from all of the Co-Sponsor opportunities as detailed below
- Choose the topic for our working, buffet-lunch, round table 'think tank' discussions. Round table discussions are open to all delegates, who will be able to decide which discussion(s) to take part in.
- Prominently positioned Exhibition Banner - where delegates break for refreshments, lunch and drinks
- Use of "Supporter of CEW2019" in your marketing materials
- Team Delegate passes for the event (max of 2)

Silver Sponsor

- Marketing and promotional material shared with you
- Mention of your support each day by the Chair/TFG representative
- Logo placement on all delegate badge holders and pack
- Corporate literature within the delegate pack
- Recognition as a sponsor on all social media platforms, CEW website, and event related e-blasts
- Team Delegate passes for the event (max of 1)

Not seeing a sponsorship package that fits your needs?

Sometimes, a "one-size" doesn't fit all. If you are interested in sponsoring, but don't see an option that fits your budget we are happy to accommodate you. We can bespoke packages and provide package investment levels on two or more events throughout the year.

Contact us and let's work together in creating a package that works for you and your business.

Prices are highlighted for Africa CEW2020
Prices are subject to exchange rate

WHAT TO EXPECT FROM A SPONSORSHIP

PRE-EVENT

- Branding - Logo and company profile will appear on the event website with a link to your site, as well as on all promotional material leading up to the event date
- Access to the delegate list before the event

AT THE EVENT

- Branding – The Focus Group will provide all the branding material for the day highlighting you as one of the official sponsors, this will be included on all of the materials given to delegates, and the displays / signage in the main conference and breakout areas
- Host a Round Table Discussion across the two main days of the event
- A pre-agreed number of delegate places will be provided
- TFG will provide exhibition space to display a stand, to use as a contact point and to display company information

POST EVENT

- You will receive copies of the evaluation survey providing you with direct feedback from the delegates. We can discuss the inclusion of any specific questions you may wish to include in this survey
- Directly after the forum, we will be posting all the event material online via our web site. This will include the programme agenda, slides of all the presentations, outcomes and recommendations from the discussion sessions and future topics for the next forum. Post-event materials are only accessible via a password-protected member's area, which will feature sponsor branding
- You will receive a complete detailed customer list including email addresses in order to make your own follow-up contact(s) to the event delegates

Don't let your visibility be short-lived! By sponsoring, you'll have the opportunity to have consistent outreach and engagement via blogs, articles and post-event merchandise. Our team is here to help your success. We work diligently to ensure that your business has visibility all year long amongst all social media and traditional platforms. When you become a sponsor, we will help your company be top-of-mind all year long, long after the CEW2019 event.

CEW2019 is more than just a day. It's the foundation of creating innovative and long-lasting outreach all year long. Take a look at the sponsorship opportunities and see where CEW2019 can take you. Let us help you create unparalleled opportunities amongst global business leaders.

OTHER SPONSOR OPPORTUNITIES

Conference Dinner

- Your logo on signage, stands, event intermission slides and dinner menus
- Opportunity to provide gift packs / company materials to over 200 guests
- Three complimentary places at the dinner to be held on the evening of the first day of the event

Cocktail Reception

- Organisation name and logo on all promotional material and website, newsletter, invitations
- Acknowledged as 'co-hosts' of the event
- Opportunity to display banners/branding during event
- Opportunity for the sponsoring organisation to deliver a welcome speech
- Free pass for 2 delegates

SPECIAL OFFER:

Conference Dinner & Cocktail Reception

Prices are highlighted for Africa CEW2020
Prices are subject to exchange rate

SEE WHAT PEOPLE ARE SAYING

Thank you once again for putting together an awesome and inspiring conference - well done. I particularly appreciated Willem Gous's call for reflection and action steps after each session – until the next one!

Riaan Verbeck
Chief Financial officer

momentum
consult

Thoroughly enjoyed the event and experience, your guys are great, these conferences are a necessity I must say!

Aaron Mfunda
Head of Department
(Customer Services)
Deputy Head: Water and Sanitation
eThekweni Municipality



The conference was really insightful . I personally learnt a lot and had a good time

Riaan van der Merwe
Product Analyst
SBV



SEE WHAT PEOPLE ARE SAYING

Thank you once again for an outstanding conference. Food was delicious and the crowd was great. Managed to meet with incredible people.

Kamani Naidoo
Senior Consultant
SkAI



It was a really well put together conference – I definitely enjoyed it.

Shireen Scharffenorth
Operations Team Leader
Momentum Consult

momentum
consult

The Master class was really insightful, we talked a lot about trends shaping CX etc, but also shared our own perspectives and challenges which is always good.

Vishal Patel
H/O CX, EMEA
Century Link

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