



Sponsorship Opportunities 2021

CORINIUM ACCESS

*Achieve your business objectives via our
Custom Event & Roundtable Series*

ABOUT CORINIUM ACCESS

For the past 6 years, Corinium Global Intelligence has been producing global conferences, custom events and content for a cross-industry audience of senior executives in: Data, Analytics, Data, Science, Digital Transformation, Marketing, Finance, Learning, Customer Experience, and more. Our global community of over 700,000 contacts, look to Corinium to help them as they navigate and expand their roles within their organizations.

Corinium Access was founded to further connect our community through intimate face to face interactions. We also help connect our community to relevant conferences produced by our partners. We consistently work with Fortune 1000s technology companies to accelerate their marketing programs. Collectively, we have worked on 1000s of market leading events; from building our own, to helping technology and consultancy firms build theirs; from creating small and intimate digital roundtables, to large scale virtual events, in all corners of the world.



CUSTOM EVENTS



DIGITAL
ROUNDTABLES



AUDIENCE
ACQUISITION

WHY SPONSOR A CUSTOM EVENT?

Acquiring new clientele and creating lasting relationships with your customers is the key to growing a profitable business - we understand the role experiential events play in establishing an authentic bond to retain existing relationships and build new ones...we don't just understand events, we live them.

Our custom events offer incredible insights from the world's leading experts across data & analytics/ corporate learning & development/customer experience and success/information security, and shared services, covering industries including: Financial Services, Banking, Insurance, Government, Hospital & Health Care, Computer Software, Telecommunications, Retail, Pharmaceuticals, Higher Education, Utilities, Oil & Energy, Automotive, Consumer Goods and many more.

Our digital events provide an innovative, expert-led, online meeting place for you to gain access to your targets. These tailored, custom events promote thought your leadership, providing you with client/prospect engagement, while supporting your market research & lead generation. This is an opportunity for you to connect with your prospects in intimate but virtual setting, providing your team with unparalleled access to a group of executives that meet your target criteria. Our custom digital events foster genuine interactivity and maximizes participant engagement with your team, allowing you to discuss and exploration their key challenges while showcasing the opportunities ahead.

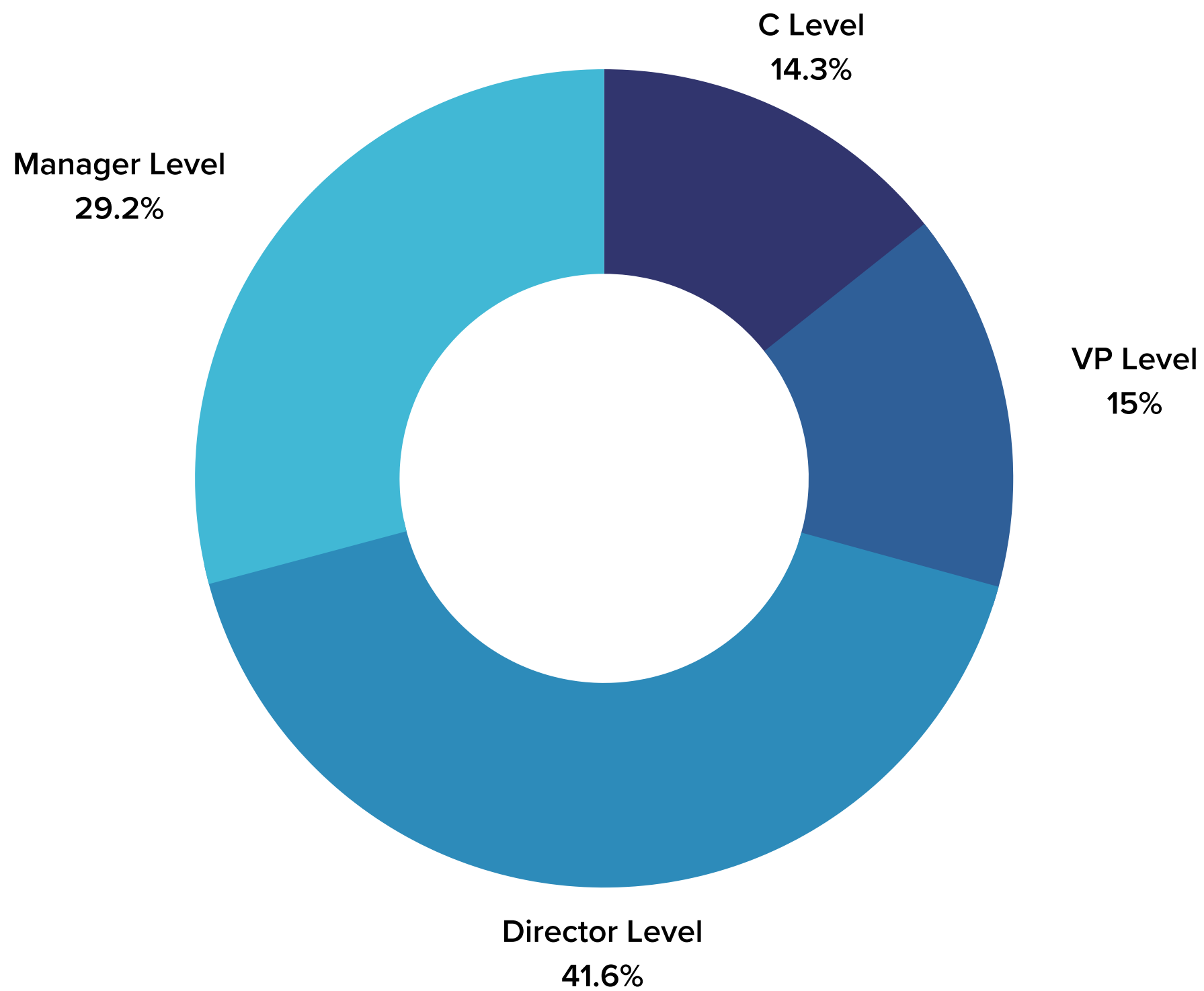
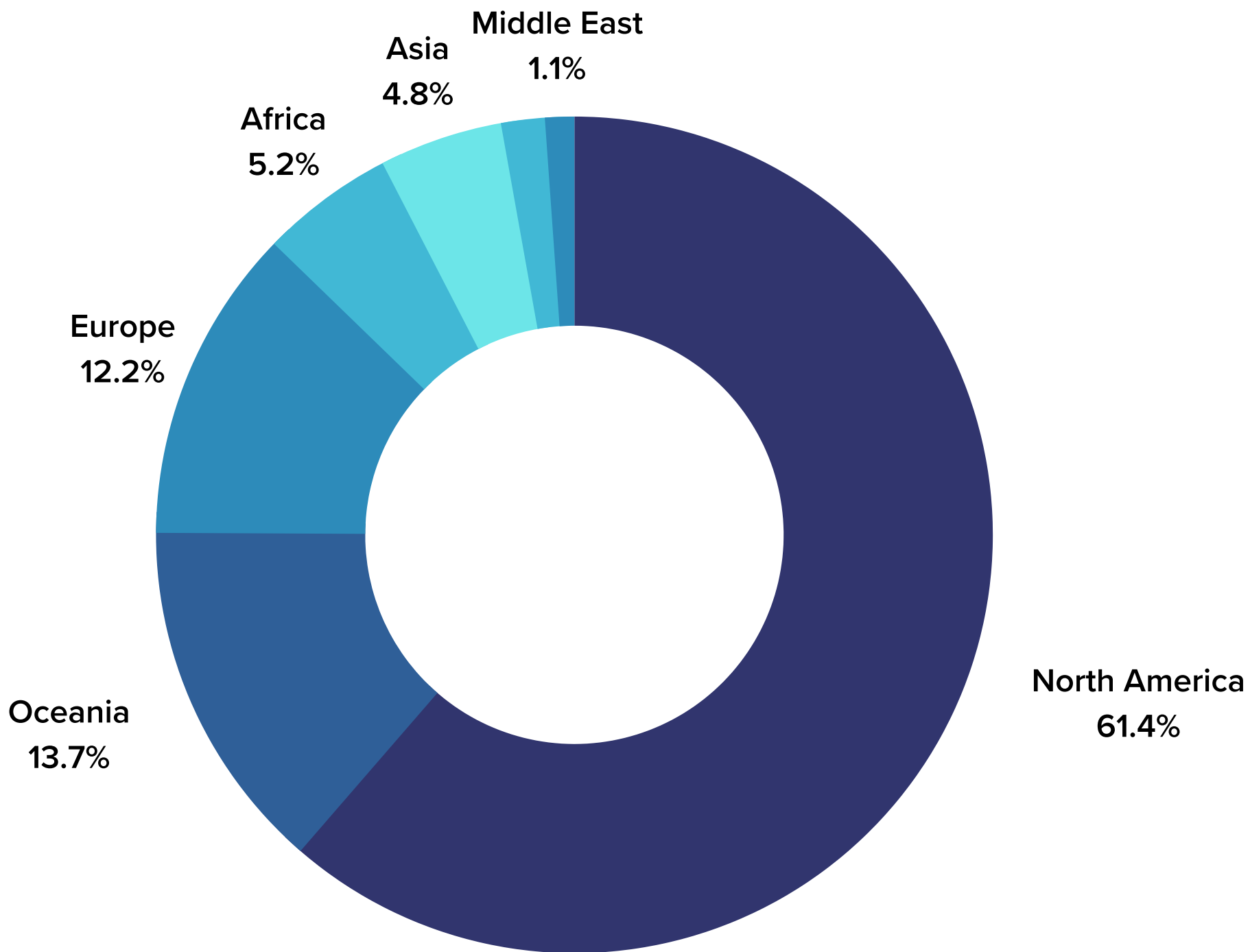
Access to your targets: Roundtable Series and Custom Events provides an innovative, expert-led, online meeting place for you to gain access to your targets.

Face to Face Interaction and Engagement: These virtual formats, are ideal for promoting a high level of engagement, interactivity and key relationship building.

Promote Your Expertise and Gain Unparalleled Insights: Moderating a Roundtable or your own custom event, positions your company as the thought leader in the industry with exclusive access. You are perfectly position to share your expert knowledge as well as gain valuable market research.

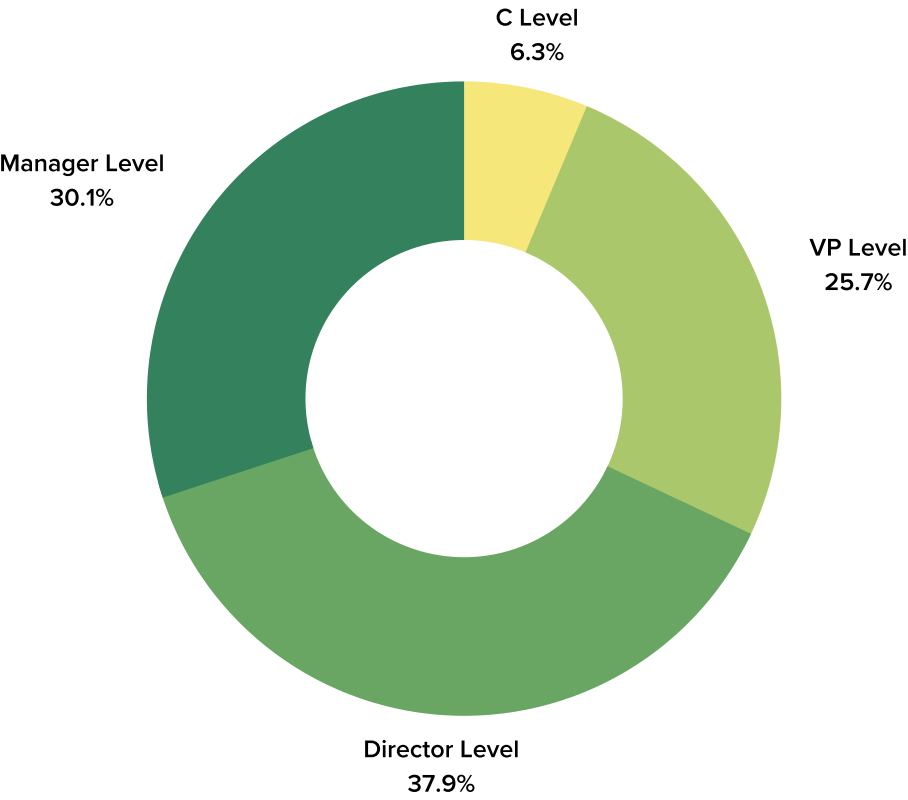
Take a seat at the table: This is an opportunity for you take a seat at the 'table', in an intimate but virtual setting, providing your team with unparalleled access to a group of executives that meet your target criteria, with a specific regional focus.

GLOBAL REACH

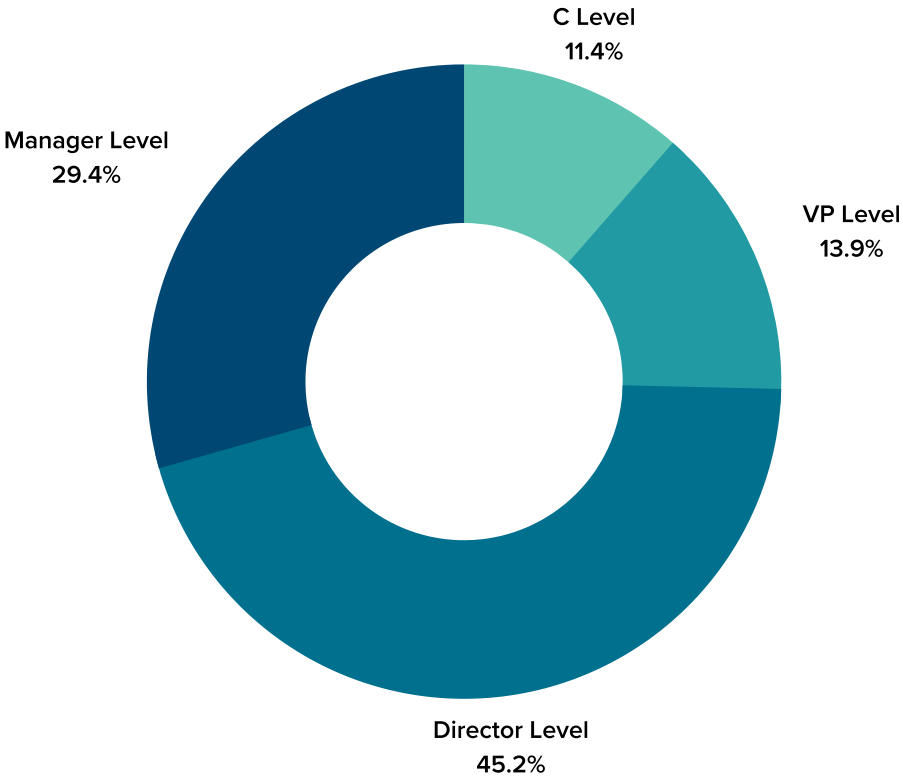


OUR NETWORK

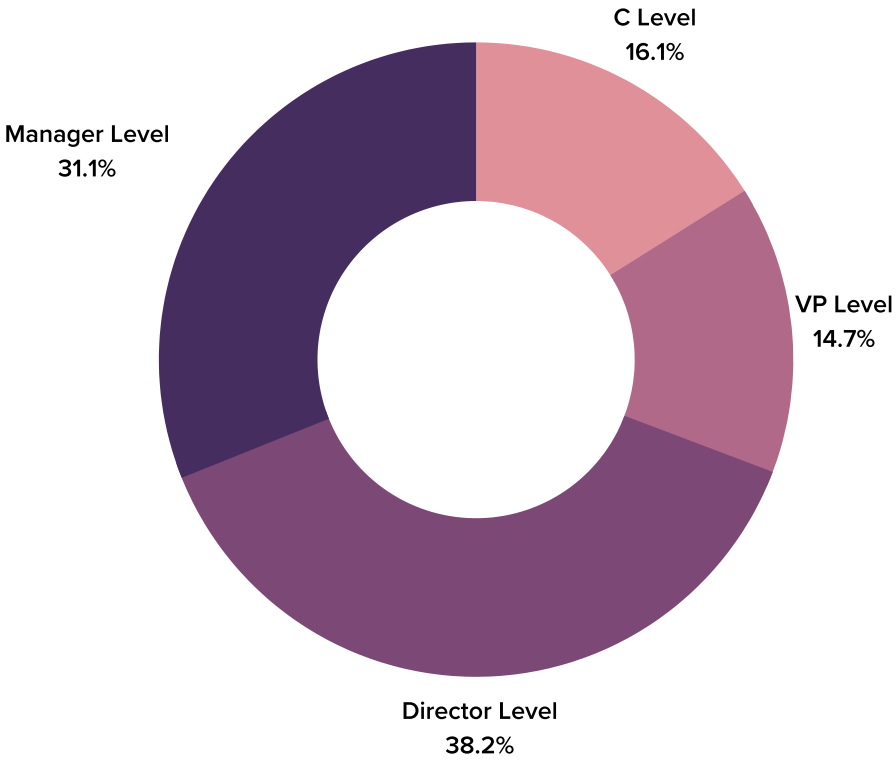
INFORMATION SECURITY NETWORK



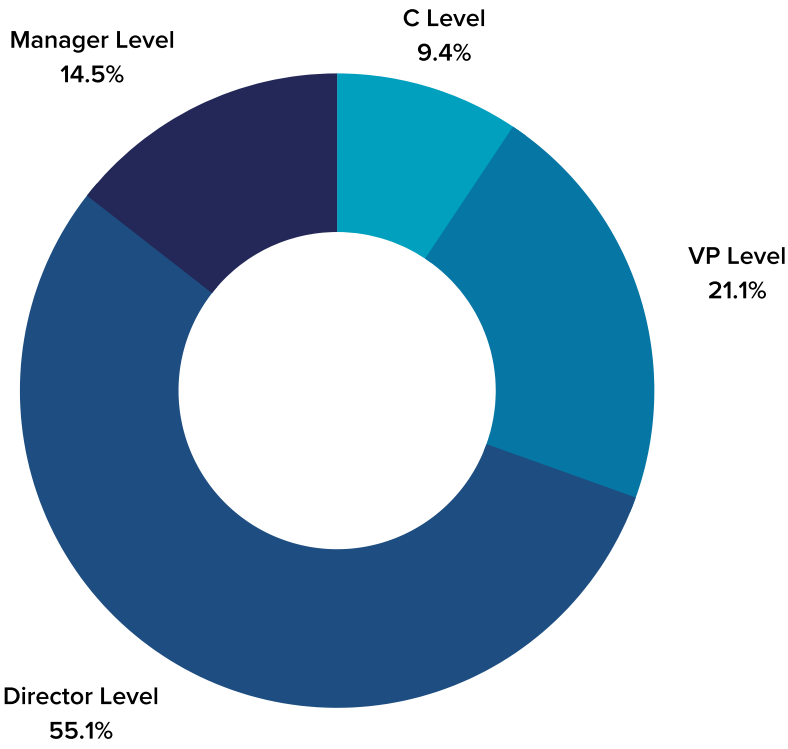
CX NETWORK



DATA & ANALYTICS NETWORK



LEARNING & DEVELOPMENT NETWORK





YOUR CUSTOM EVENTS

Leverage our engaged communities, market-leading content production expertise, and years of event planning experience by allowing us to create a bespoke event on your behalf in a virtual setting. Each custom conference produced by Corinium Access is unique in format, content, duration, audience size and more. We can help you with any and all aspects of topic validation, research, speaker acquisition, agenda writing, production, logistics, audience acquisition, marketing, customer service and onsite management.

Parameters for these engagements will be defined by your company during a series of validation and planning calls.

THE IMMERSIVE, VIRTUAL CONFERENCE EXPERIENCE:

Corinium's virtual event format includes a dynamic event platform providing an innovative and exciting format that enables our data & analytics executive community from across the US to network, learn, share, and join the conversation whilst engaging with their industry peers - without boundary.

LIVE-STREAMED SESSIONS GENERAL/ TRACKS:

Sponsored speaking slots now available! The audience can access multiple live-stream sessions throughout the event, with attendee lists and breakdown of activity shared with sponsors.

INTERACTIVE 2-WAY VIDEO ROUNDTABLES:

Moderate an interactive discussion group on a topic most interesting to our attendees or host a lunch/ breakfast invite-only round table and we'll send the attendees meal vouchers right to their location!

VIRTUAL SOLUTIONS HUB WITH LIVE CHAT FUNCTIONALITY:

Engage in person where possible, and virtually with attendees, share your solutions and content via a page on our solutions hub and be provided with registration and engagement metrics post event so you can drive an effective lead nurturing campaign.

ON DEMAND CONTENT:

After the event, the audience will also have access to approved on-demand sessions with the views shared with our sponsors. Sponsors will also gain ownership of their recorded session to repurpose as needed.



YOUR DIGITAL ROUNDTABLES

The Digital Table Series provides an innovative, expert-led, online meeting place for you to gain access to your targets. This tailored, custom event promotes thought leadership, client/prospect engagement, while supporting market research and lead generation.

This is an opportunity for you take a seat at the 'table', in an intimate but virtual setting, providing your team with unparalleled access to a group of executives that meet your target criteria, anywhere in the country.

This small-group educational experience fosters genuine interactivity and maximizes participant engagement with the your Moderator and your team. The 1.5 long session gives ample time for discussion and exploration of the key issues.

DELIVERABLES:

Exclusivity: You will be the exclusive sponsor of one or more Digital Roundtables. No other vendors will have a seat at the table.

Access: Each 1.5-hour Roundtable will welcome approximately 12 executives with the seniority of Director+, with leadership roles from top organizations and institutions. At the time you confirm your participation, your company may provide a list of target accounts for our team to prioritize in outreach.

Interactive technology: The Roundtable's interactive video format allows you to host all attendees in one group and/or break out into smaller groups. Your moderator may choose to use this functionality to connect directly with specific attendees or have smaller group discussions led by multiple executives from your company.

Branding: Your company will be promoted on the Roundtable website and on the virtual platform as the exclusive sponsor of the Roundtable.

Company Representatives: Your company may have up to 3 representatives participate in the Roundtable, including your moderator.

Moderator Role: You may select an executive from your company or a client to moderate the Roundtable discussion. You may tweak the current agenda for closer alignment with your messaging. (Subject to approval by a Corinium Roundtable Producer).

Roundtable Preparation and Execution: To ensure seamless execution a Corinium producer will work with your Moderator to prepare her or him for the Roundtable; providing moderator best practices, participant bios, and technical assistance related to the video conferencing platform.

Gift: You will have the option to provide a gift to the participants. Corinium will facilitate in sourcing and distributing these gifts pre or post event. (Sponsor responsible for associated costs).

Participant Contact Information: Corinium will provide your company with the company names and titles of the roundtable registrants leading up to the event. Following the event, Corinium will provide your company with the full details of all those who participated in the event. (This information will not be available for companies that opt-out of sharing their information)



YOUR AUDIENCE ACQUISITION

Through our highly engaged network of senior technology executives, we can accelerate and assist your event marketing campaigns with hyper-personalized audience acquisition programs.

Our expertise is in our unique understanding of event marketing. Through creation of audience profiles, buyer personas, and account specific content, we deliver highly personalized communications.

We then overlay these elements with a series of dedicated emails, on-site lead flows, targeted PPC campaigns, pre-event webinars and supporting telephone campaigns. This hyper-targeted value driven approach is the foundation for our success.

DELIVERABLES:

List Research: internal data review and build. In addition to marketing to the contacts within our network and database, Corinium will launch a list research project to fill any gaps, and/or to identify contacts new to the market

Email Marketing: 1 key message email per week, plus weekly nurturing emails (personalised follow up email to clicks and opens and sharing most engaged data with delegate sales team). Key email messaging:

- Pre-launch: Tailored VIP Invite
- Discussion Topic Focus
- Key benefits of attending
- Limited availability urgency
- Last chance to register

Telesales: Dedicated audience outreach team targeting and following up with most engaged audience

Social PPC: LinkedIn PPC campaign targeting key Job Titles / Location / Wish List Accounts

Online Advertising: Targeted PPC campaigns including both online traffic remarketing, email remarketing and search, across Google Adwords

LinkedIn Targeting: LinkedIn ad on campaign targeting key audience with personalised messaging (utilizing LinkedIn Sales Navigator)

Register Engagement: Bi-weekly sharing of client whitepapers / reports / studies with registrations to maintain engagement*. Confirmation email to be send two weeks prior to the event*. Confirmation calls to commence one week prior to the event*. Traffic light (red, amber, green) confirmation system to be shared with client one week prior to event.

THE CORINIUM WAY: WE CAN HELP YOU ACCESS THE PEOPLE THAT MATTER MOST TO YOUR BUSINESS

Before being briefed on any potential projects, it's important that we get to know each other. The Corinium Access team will set up a call to discuss your requirements, answer any initial questions you may have and provide you with key additional information about how we can support you. At Corinium Access, we do not focus on "winning business", we focus on building relationships that last. This is why we have continued to work with companies like IBM across their private events since the launch of our audience acquisition business.

PHASE 1: YOUR BRIEF

Following the initial discussions, we will take a brief from you, outlining your full requirements, discussing all aspects of your custom event and the support you need to make it as successful as possible.

PHASE 2: OUR RESEARCH & STATEMENT OF WORKS

At Phase 2, we will undertake extensive research focusing on your target audience and key requirements. The findings of this research will be shared and discussed with you. Once the event's key requirements have been agreed, we will provide you with a Statement of Works (SoW), a document outlining everything that we will do to support your event needs, whatever they may be, from the marketing strategy, to speaker acquisition, to on the day delivery.

PHASE 3: THE CAMPAIGN

Once the SoW have been agreed, we will launch a bespoke campaign, designed to your needs.

Throughout the campaign we will host "keeping in touch" calls with your team on a weekly basis or daily, to discuss the progress, address any additional or new information, share reactive and proactive improvements being made and, critically, to ensure that we are working as an extension of your team and your business.

PHASE 4: THE DELIVERY

Our teams have decades of knowledge around event delivery. We have the right people to help you at every stage of your event campaign, none more so than our operations team who can take away all delivery headaches by managing your event. Everything from digital platform selection, to audience acquisition, to pre-event delegate on-boarding and participant engagement, to on the day management – our teams take care of everything, ensuring your event runs as smoothly as possible and providing delegates and guests with an excellence customer experience throughout.

PHASE 5: POST EVENT EVALUATION

Following each project, we will provide you with an open and honest post campaign evaluation, outlining key activities undertaken, the results and lessons learned.

This is how we build lasting relationships that work!

Move Workloads ↓
Track 1

Click here for track agenda
and to join session

LAURA SCOTT
VICE PRESIDENT, PUBLIC CLOUD SALES, IBM NA

Build Natively ↓
Track 2

Click here for track agenda
and to join session

CUSTOM EVENT EXAMPLE: IBM'S JOURNEY TO CLOUD SUMMIT

1 CUSTOM VIRTUAL SUMMIT | 100+ UNIQUE SENIOR PARTICIPANTS | GEO: US | TARGET AUDIENCE: DATA, ANALYTICS, IT, ENGINEERING

SAMPLE LIST OF ATTENDEES

- CDO
- CEO
- Chief Contact Center & CX Strategist
- Chief Technology officer
- CIO
- Director of Cloud Platforms & Technology
- Director of Data and Performance Analytics
- Director of Information Technology
- Head of AI, Data Science and Emerging Tech
- Head of IT Operations
- MD, Technology Services
- Senior Director - Infrastructure & Security
- VP, Alliance Relationships
- VP Data - Head of Data Science and Analytics
- VP Information Security
- VP Information Systems
- VP of Business Development
- VP of Managed Services
- VP, Engineering IP Management
- VP, Hosting Operations

SAMPLE LIST OF COMPANIES REPRESENTED:

- Ace Hardware Corporation
- AT&T
- AutoZone
- BaneCare Management
- Bank Of America
- Duke Energy
- FedEx Services
- Fidelity Investments
- GEICO
- Hyatt Hotels Corporation
- Levi, Ray & Shoup
- National Express LLC
- Staples
- Starwood Retail Partners
- Sun Life
- TalkTalk plc
- TD Ameritrade
- The Hanover Insurance Grp
- Truist Bank
- UPS



"This was the best virtual conference I have been to. Everything was great. Format. Speakers. Q&A. Timing (not too long, not too short). Well done to both the speakers & those putting the event together behind the scenes" Client Executive, IBM



CUSTOM EVENT EXAMPLE: SAP ROUNDTABLE SERIES

5 VIRTUAL ROUNDTABLE SERIES | 43 UNIQUE SENIOR PARTICIPANTS | GEO: US | TARGET AUDIENCE: CUSTOMER EXPERIENCE

SAMPLE LIST OF ATTENDEES

- CCO & SVP Global Clients
- Chief Digital Officer
- Chief Marketing & eCommerce Officer
- Client Success Director
- Dir., of Customer Service Development
- Exec. Dir., Strategy & Business Services
- Global Dir., Customer Acquisition & Partnerships
- Global Dir., Digital Experimentation & Insights
- Head of Consumer Experience Design
- Head of CX
- Head of Digital
- Head of Global Customer Experience
- Head of Marketing Tech & Customer Experience
- Head of Strategy, End User Platforms
- SVP, Head of Product for Customer Journeys
- VP | Digital Platform Optimization
- VP of Communications & CX
- VP of Sales, National Accounts
- VP, Advanced Analytics
- VP, Customer Insights Lead

SAMPLE LIST OF COMPANIES REPRESENTED:

- American Express
- Aramark
- Baker Hughes
- Bank of the West
- BNY Mellon
- Broadridge
- Citi
- DHL
- Fidelity Investments
- Honeywell
- JPMorgan Chase
- Mass Mutual
- MetLife
- Philip Morris International
- Prudential
- Schneider Electric
- State Street
- U.S. Bank
- Verizon
- Wells Fargo



"Great insights that I can apply to my position going forward. I highly recommend joining an upcoming roundtable" SVP, Treasury Mngmnt Sales Consultant, Wells Fargo

"Helped me see that the burden of challenges is shared across industries, learn about what is and isn't work others and obtain a feeling of community" Dir. of Customer Service Development, DHL

"A great opportunity to collaborate, share and learn with a diverse and experienced group of experts" Head of Care & Multichannel, Philip Morris International

"Good to chat with your peers to understand the nature of the challenges we are going through and to tackle them" Chief Global Digital CX Architecture & Innovation Leader, Schneider Electric



CUSTOM EVENT EXAMPLE: QLIK ROUNDTABLE SERIES

9 VIRTUAL ROUNDTABLE SERIES | 114 UNIQUE SENIOR PARTICIPANTS | GEO: US | TARGET AUDIENCE: DATA & ANALYTICS

SAMPLE LIST OF ATTENDEES

- Chief Data and Analytics Officer
- Chief Data Officer
- Chief, Data Strategy Section
- CIO
- CIO, Head of IT, Americas
- Executive Director Analytics and Segmentation
- Executive Vice President / Regional Claims VP
- Global Director - IT
- Global Director - Manufacturing
- Global Exec., Head of Tech. & Data Innovation, Customer Value, Human Pharma Business Unit
- Head of Analytics and Data Science
- Senior Data Scientist | Group Advanced Analytics
- Senior Director Digital, Analytics & Automation
- SVP of Analytics & Optimization
- Vice President Data Analytics
- Vice President, Data Strategy & Architecture
- Vice President, Information Technology
- VP of Advanced Analytics & Data Engineering
- VP, Advanced Analytics
- VP, Data Engineering, Data Science & Analytics
- VP, Data Platform

SAMPLE LIST OF COMPANIES REPRESENTED:

- Aramak Refreshment Services
- Boehringer Ingelheim International
- Claire's
- Comcast
- Domino's
- Farfetch
- Fiat Chrysler Automobiles
- FleetCor
- GSN Games
- HBO
- Hilton
- Ibotta
- Inspire Brands
- Lowe's
- Mars, Inc
- Neiman Marcus
- Remington Hotels
- Riocan
- Stanley Black & Decker
- TE Connectivity
- Ticketmaster
- Walgreens Boots Alliance



"Great sharing & benchmarking opportunity" Director, Enterprise Data Intelligence, Domino's

"Great discussion & great group of people. Strong topics that are extremely relevant on our journey" Director of Analytics & Architecture, Dart Container

"Engaging & interesting. It was good to learn about challenges that other organizations are facing & to confirm that many of them are common" VP, Ad. Analytics & Data Engineering, SB&D

"This was a great learning opportunity, the ideas shared by other executives were eye opening" Vice President, Financial Data Solutions, MUFG



AUDIENCE ACQUISITION EXAMPLE: IBM'S REINVENTING FINANCIAL SERVICES

SENIOR EXECUTIVE AUDIENCE ACQUISITION | GEO: US | TARGET AUDIENCE: DATA, ANALYTICS, IT, ENGINEERING

SAMPLE LIST OF ATTENDEES

- CEO
- CFO/CCO
- Chief Data and Analytics Officer
- Chief Data Officer
- Chief Information Officer
- Chief Investment Strategist
- Chief Operating Office
- Chief Marketing Officer
- Chief Marketing Officer & Chief Strategy Officer
- Chief Technology Officer
- Design UX Lead VP
- Global Head of Data Operational Strategy
- Global Head of Digital
- Global Head of Operations Transformation
- Head of Data Engineering and Integration
- Head of Strategy Data Analytics, Global Markets
- Managing Director - Head of Data and Analytics
- SVP Enterprise Quality Engineering
- SVP, Head of Client Data Strategy
- SVP, Innovation
- VP, Data Strategy
- VP Chief Architect
- VP Compliance Analytics & Reporting
- VP Data analytics & innovation, internal audit grp
- VP Enterprise Security Architecture
- VP, Advanced Analytics
- VP, Data Science, Card Data & Machine Learning
- VP, Innovation Officer
- VP, Public Cloud Engineering



SAMPLE LIST OF COMPANIES REPRESENTED:

- AIG
- American Express
- Apple Bank
- Bank of America
- Bank of New York Mellon
- Barclays
- BNP Paribas NA
- Capital One
- Charles Schwab
- Chubb
- Citi
- Credit Suisse
- Deutsche Bank
- Everest Re
- Experian
- Goldman Sachs
- HSBC
- J.P. Morgan Chase
- Mastercard
- MetLife
- Morgan Stanley
- MUFG
- New York Life
- PayPal
- Prudential
- RBC
- TD
- TIAA
- Trust Risk Control
- UBS
- Visa
- Wells Fargo

LET US CREATE YOUR CUSTOM EVENT

Face to face interaction is key to building new relationships and shortening sales cycles. Through our custom events we connect you to key accounts, business leaders and budget holders for intimate discussions focused on their interests and aligned with your expertise.

A custom event or rountable series allows you to target specific markets, accounts and key regional prospects.

Why Corinium Access? Quite simply, we employ the same level of expertise, resources, and methodology, to your custom events as we do to our flagship market-leading conferences. It's our conference experience whcih has allowed us to become trusted advisors to a community of senior executives that seek out our content, expertise, events...and our partners events.

Each custom event will have a project manager who works alongside the Production & Content Director, who researches the industry, market, and target participants, to validate your proposed topic. The Content Director alongside the wider Corinium Access team engage with the registered participants in the weeks leading up to your custom event to nurture and engage your participants.

YOUR CORINIUM ACCES TEAM

*We work as part of your
events team*



TANIA SILVA-JONES
Head of Corinium Access



FRANCES AUGUSTINE
Content Director



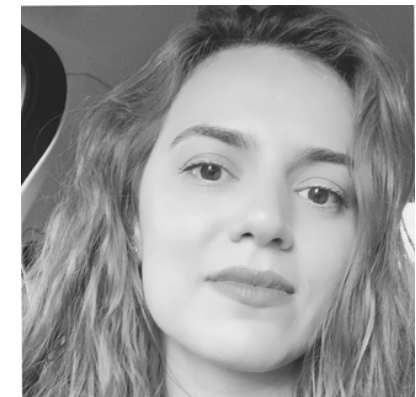
MARIA VATAMAN
Marketing Manager



JAMES MCCANN
Delegate Sales Manager



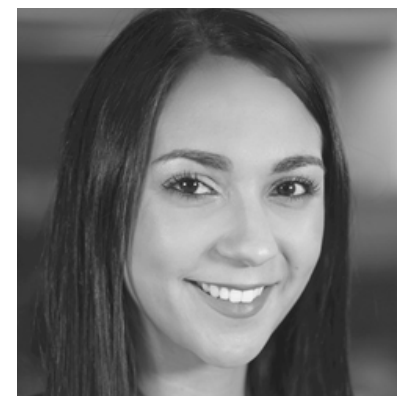
DANIELE FORNAI
Delegate Sales Manager



NATASHA STOEVA
Delegate Sales Manager



EMMANUELLE MARTINOT
Delegate Sales Manager



TIFFANY MARTINEZ
Participant Engagement Manager

TIME TO CREATE YOUR 2021 CUSTOM EVENT

Talk to us!

Reach out to your sales rep to discussion your custom event sponsorship opportunities for 2021.

Alternatively you can, email: inquiries@coriniumgroup.com
or phone: +1-718-263-2530



CORINIUM ACCESS

We cut through the digital noise to put you in front of your key target audience

