



Online **Influence**

Sponsorship Opportunities

@oiconf  
0845 805 7345

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## Online Influence

**When:** Thursday October 20<sup>th</sup> 2016

**Where:** Mercure Holland House, Bristol

### What is The Online Influence Conference?

Online Influence Conference is one of the UK's fastest growing social, digital and mobile innovation events. Inspiring keynotes and enlightening master classes from the likes of **BuzzFeed, IBM, Adobe, MediaCom, Unilever, TUI Travel, Airbnb, Pinterest, Telegraph Media Group** and **Twitter** help our delegates better understand the channels and practices that dominate today's digital landscape.

Past events have sold out to more than 400 delegates and have welcomed the World's most disruptive tech companies (**Airbnb, Twitter, Salesforce, You Tube and Pinterest**), and amazing brands (**Amnesty International, Coral, Telegraph Media Group and WWF**).

October's event welcomes 250 senior delegates from brands and agencies to Bristol's fantastic Mercure Holland House, and promises to build on our reputation for delivering World class content in a straightforward and actionable format.

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## Agenda\*

### 8-9 NETWORKING & BREAKFAST

9.05-9.15 HELLO AND WELCOME

9.15-9.40 KEYNOTE 1 **IBM**

9.50-10.15 MASTERCLASSES 1, 2, 3

10.25-10.50 KEYNOTE 2 **UNILEVER**

### 10.50-11.10 NETWORKING & COFFEE

11.15-11.40 KEYNOTE 3 **ADOBE**

11.45-12.10 - MASTERCLASSES 4, 5, 6

12.20-12.45 KEYNOTE 3 **TUI Travel**

12.50-1.15 - MASTERCLASSES 7, 8, 9

### 1.15-2.15 NETWORKING LUNCH

2.20-2.45 KEYNOTE 4 **SOCIAL CHAIN**

2.50-3.15 - KEYNOTE 5 **MEDIACOM**

3.20-4.30 PANEL DISCUSSION  
(**MEDIACOM, UNILEVER, SOCIAL CHAIN, TUI TRAVEL, IBM**)

### 4.30-6.30 NETWORKING AND DRINKS

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## Master Classes

1. Your Content Sucks, Here's Why...
2. Putting The Marketing Back Into Social Media With Paid.
3. Marketing Automation – So Much More Than Auto Replies.
4. Quantification: What Should You Measure, And Why.
5. It Was Always Going To Happen – The Mobile/Social Convergence.
6. The App Killers – Are Chat Bots Really All That?
7. We're Swimming In Social Data. How Not To Drown.
8. Video Killed The Radio Star... And Pretty Much Everything Else. Tame The Beast.
9. Social Feeds Are Hungrier Than Ever, And You Need To Think Like A Publisher.
10. Is Social Search Or Is Search Social?
11. 4 Pillars For Your Social Strategy.
12. Message In a BOT-tle - Messaging Apps And The Opportunity For Marketers.

*\* Agenda and times subject to change*



## Sponsorship Opportunities

## BRONZE £1599+VAT

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

Branding in printed brochure

Website footer logo with site link

Logo on Bronze Sponsor page with link through to your website

Logo Inclusion in email footer (7500 list, distributed twice weekly), linking back to your website

Branding in event mobile app

2x delegate tickets

## SILVER £1799+VAT

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

Branding in printed brochure

Website footer logo with site link

Logo on Bronze Sponsor page with link through to your website

Logo Inclusion in email footer (7500 list, distributed twice weekly), linking back to your website

Branding in event mobile app

### PLUS...

**1 x dedicated Q&A blog posted to Online Influence website (15k uniques monthly)**

**1 x dedicated email sent to Online Influence mailing list (7500)**

**3 x delegate tickets (instead of 2)**

## GOLD £2995+VAT (9 available)

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

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Branding in event mobile app

1 x dedicated Q&A blog posted to Online Influence website (15k uniques monthly)

1 x dedicated email sent to Online Influence mailing list (7500)

3 x delegate tickets (instead of 2)

### PLUS...

**1 x 20 minute Master Class to min. 30 pre qualified delegates**

**5 x guaranteed, qualified 1-2-1 meetings with decision making delegates**

**1 x film of Master Class session, shared with client and distributed across all Online Influence platforms**

**All Master Class attendee details (name, position, email) of for follow up**

**All Master Class slides hosted on Online Influence website, and distributed via email (7500 recipients)**

**5 x delegate tickets (instead of 3)**



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## PLATINUM £3495+VAT (4 Available)

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

Branding in printed brochure

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Branding in event mobile app

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5 x delegate tickets (instead of 3)

### PLUS...

**1 x 10 minute thought leadership interview video for Online Influence website and distribution via email (7500)**

**1 x full page advert in Conference guide**

**1 x 3x2 exhibition booth, including graphics, furniture and lighting**

## DIAMOND £5999+VAT (1 AVAILABLE)

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

Branding in printed brochure

Website footer logo with site link

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Branding in event mobile app

1 x dedicated Q&A blog posted to Online Influence website (15k uniques monthly)

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1 x full page advert in Conference guide

### PLUS...

**1 x 4x3 exhibition booth, including graphics, furniture and lighting (as opposed to 3x2)**

**Refreshment Zone sponsorship**



## HEADLINE SPONSOR 7999+VAT (1 AVAILABLE)

Branding on all printed materials throughout the Online Influence venue (roller banners, graphics, presentation screens, agenda screens x 6)

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Refreshment Zone sponsorship

### PLUS...

**Co Branding with Online Influence across all on and offline communications (Online Influence in association with...)**

**Full page opening address in Conference programme notes**

**10 minute opening address to 200 Conference delegates filmed and shared across Online Influence website, email and social channels**

**Double page ad in Conference guide**

**1 x Keynote session to 200 delegates**

**Pre and post event dinner with speakers**



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## Other Sponsorship Opportunities

### **EXHIBITION STAND ONLY (3x2 £1499 +VAT / 4x3 £1999 +VAT)**

To Include graphics, furniture and lighting

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### **SPONSORED VIDEO (£1500+VAT)**

10 minute thought leadership interview for Online Influence platform

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### **EMAIL SPONSORSHIP (£750 +VAT)**

Bespoke email newsletter sent to 7500 recipients, comprising past delegates and website sign ups

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### **CATERING SPONSOR (£999 +VAT)**

Company branding throughout refreshments zone

'Drinks courtesy of...' messaging throughout Conference programme

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### **AFTERPARTY SPONSOR (£750 +VAT)**

Branding across the afterparty venue, and 'Drinks courtesy of...' messaging throughout Conference programme

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### **PANEL MODERATION (£2500 +VAT)**

Position your business at the heart of the day's final session, with branding and moderation opportunities alongside tech's biggest names







## Delegate Information

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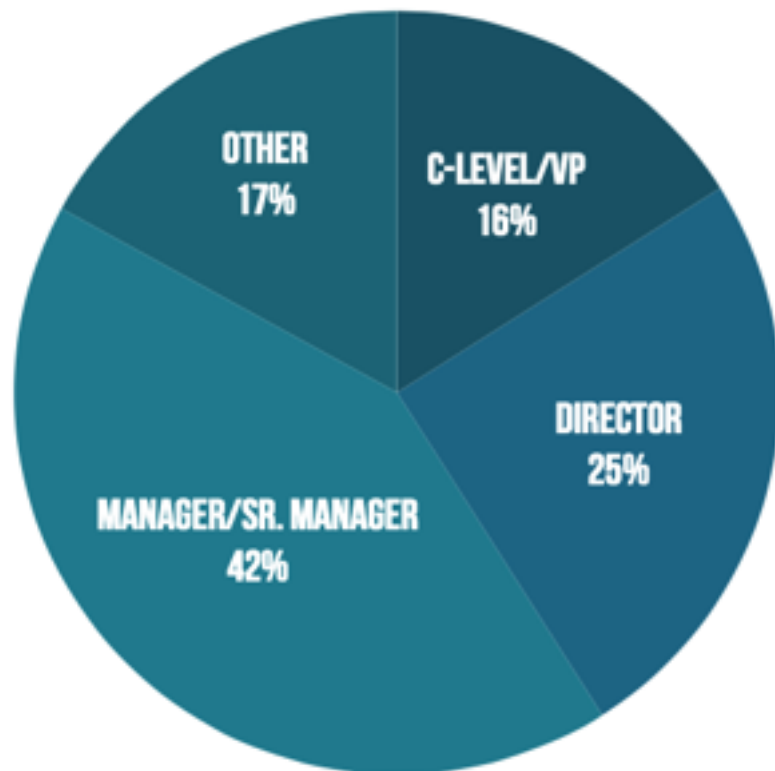
Paying delegates from brands and agencies attend Online Influence. We qualify all attendees prior to the event to understand the marketing issues they face, their available budgets and their decision making processes. Taking that data, we match delegates to sponsor's talks, facilitate targeted 1-2-1 meetings, and ensure that our sponsors maximise their time and their investment. We have a 60% rebook rate from past sponsors - a testament to the value they get from becoming an Oi partner. Here's some high level information...

C-Level/VP: 16% - Chief Marketing Officers, Heads Of Digital, Heads Of Social, CEO's

Director: 25% - Marketing Directors, Directors Of Brand, Community Directors, Online Strategy Directors

Manager/Sr. Manager: 42% - Marketing Manager, Agency Managers, Media Managers

Other - 17% - Marketing Executives, Social Community Assistants, Journalists, Social Media Strategists



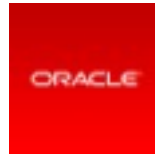
### AGENCIES



### BRANDS



## Past speakers, sponsors and partners





## Testimonials

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“This was a world class assembly of content and the most socially activated event I’ve been to – and I go to A LOT :)”  
- **John Watton EMEA Marketing Director, Adobe**

“For inspiring new ideas and conversations, I think Oi’15 was spot on, personally, I loved it great job!”  
- **Anthony Leung Head Of Social Media, Just Eat**

“Best Conference I’ve been to cannot wait to come back next year...”  
- **Steve Bartlett CEO, Social Chain**

“Superb event trending on Election day is a big win kudos” :)  
- **Jeremy Waite Head Of Digital Strategy, Salesforce Marketing Cloud**

“Fantastic venue, high level attendee’s, very socially active event”  
- **Dan Spicer Community Lead, Hootsuite**

“Superb Event”  
- **Andrew Grill Global Social Lead, IBM**





**Interested?**

**Contact Eleanor Leyshon,  
Head of Partnerships**

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