

# SPONSORSHIP OPPORTUNITIES



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## WHY SPONSOR OUR EVENTS?

We're APM, the only chartered membership organisation for the project profession in the world. Our activities – from qualifications and networking to research, resources and debate – build the profile the profession warrants, challenge the status quo where it matters and set the highest standards. In a complex world, we're helping the project profession deliver better. Involvement with our events can meet a number of objectives, with packages to suit a range of budgets.

- Be associated with us, the only chartered body for the project profession.
- Engage with our audiences.
- Align as a supporter of the profession.
- Increase awareness of your brand.
- Increase your network.
- Meet new customers.
- Showcase expertise.
- Demonstrate thought leadership.
- Business development.
- Generate leads.



## OUR AUDIENCE

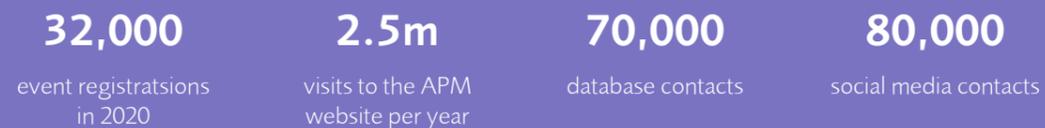


## OUR GLOBAL REACH

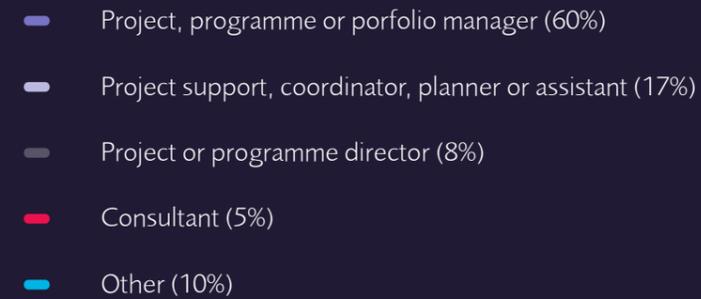


In 2020 we hosted 198 events that reached project professionals in over 40 countries and territories

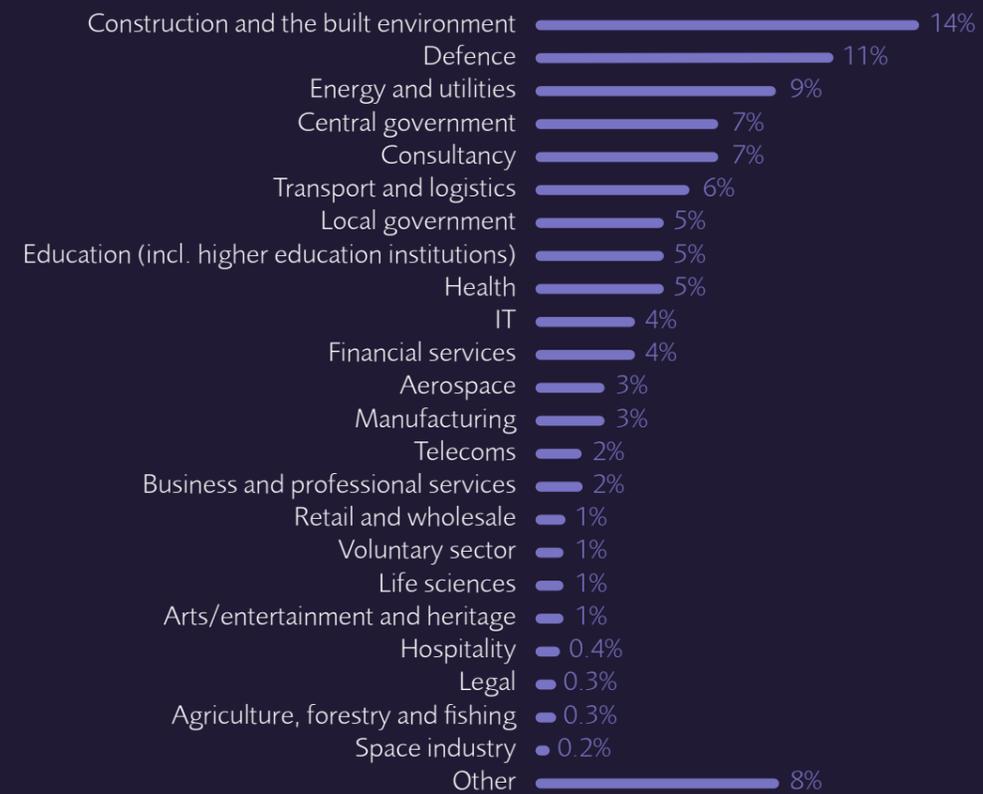
Benefit from our professional marketing campaigns to ensure maximum exposure



## OUR AUDIENCE BY JOB TITLE



## OUR AUDIENCE BY SECTOR



**£47,500**

Average salary of a project professional

**£118.2m**

Average project value

\*Data from the APM Salary and Market Trends Survey 2021

## APM PROJECT MANAGEMENT AWARDS 15 NOVEMBER 2021

The popular **APM Project Management Awards** recognises the best individuals, projects and programmes the profession has to offer. Our range of categories celebrate the valuable contributions organisations are making to the profession, as well as distinguish particularly innovative project delivery methods.

### CATEGORY SPONSORSHIP

Support a category that aligns with your organisation's values by becoming a category sponsor at the APM Awards 2021. Benefit from promotion in advance of the event along with complementary places and the opportunity to present the award to the winner.



The heightened brand awareness that we achieve as the Headline Sponsor for the APM Project Management Awards is a compelling argument for continuing to support the work of APM in this way. Championing APM by sponsoring its events has always proved to be a positive engagement and to offer great value from a marketing perspective.

Peter Gable, Chairman, RPC (2018, 2019 & 2020 Headline Sponsor)



### EXPERIENCE LEVEL

- Project, programme or portfolio manager (48%)
- Director (22%)
- Project coordinator, project support or PMO (7%)
- Student, graduate, apprentice or academic (6%)
- Other (17%)



\*Data from the APM Awards 2019 post-event survey





## VIRTUAL CONFERENCES

Hosted on a bespoke online platform our virtual events incorporate speaker sessions, sponsored rooms and networking to create an authentic experience for attendees. The events attract our members and followers from a wide range of sectors and experience levels. As a sponsor, we can help you to:

- chat with attendees;
- deliver a sponsored session;
- distribute handouts;
- chair a round table discussion;
- make new contacts.

With options to suit a range of objectives and budgets we offer a comprehensive range of packages. For costings, bespoke options or a tour of the virtual event platform please contact **Kate Ferrier**.

## HEADLINE SPONSOR

This exclusive opportunity allows association with the conference at the highest level. Your organisation will be mentioned in all references to the conference including email marketing, press releases, advertising and other promotional activity. Benefits include extensive logo exposure both in the build up to the conference and on the day, an opportunity to deliver a live session as part of the programme and hosting a sponsored room to engage with delegates.

## CONTENT SPONSOR

Content sponsorship allows your organisation to demonstrate thought leadership and show expertise in line with the themes of the conference. There are opportunities to deliver a live session, get involved with group networking and chair a round table discussion.

## NETWORK SPONSOR

Gain exposure through a website listing in advance of the conference and join us on the day to network and host a sponsored room. This is a great way to generate leads and make new contacts.

**Read on over the following pages to learn more about the virtual events coming up.**

## CONTACT KATE FERRIER FOR MORE INFORMATION

**Kate Ferrier**  
Event Sponsorship and Sales Manager

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**POWER OF PROJECTS VIRTUAL CONFERENCE**  
7 - 11 June 2021

The **Power of Projects virtual conference** attracted over 2,000 project professionals in 2020 from a broad range of experience levels and sectors who attended to learn, network and discuss a number of themes.

The 2021 conference will focus on a number of factors that lead to project success, exploring the shift from time, cost and quality to legacy, impact and lasting benefit.

Join us as a sponsor to show your expertise around these key themes, align with us and network with engaged project professionals.

**THEMES**

- Agile approaches.
- Contracts.
- Knowledge management.
- Interpersonal skills.
- Sustainability.
- Team ethos.
- Technology and data.
- Training and certification.
- Diversity.



**EXPERIENCE LEVEL**

- Project, programme or portfolio manager (58%)
- Student, graduate, apprentice or academic (16%)
- Project coordinator, project support or PMO (13%)
- Director (5%)
- Other (8%)



\*Data from the Power of Projects 2020 post-event survey



## THINK DIFFERENTLY VIRTUAL CONFERENCE 20 - 24 September 2021

Align your organisation with our value of progression in the project profession by supporting our **Think Differently conference**. Increase your networks with contacts from an engaged, passionate group of project professionals keen to learn and discuss the key factors impacting the world of projects now and in the future.

Topics such as diversity and inclusion, sustainability, mental health and wellbeing will help those in the profession embrace thinking differently in their project teams and organisations.

### BENEFITS INCLUDE:

- Network with attendees from around the world.
- Showcase thought leadership by delivering live content.
- Increase awareness with extensive branding opportunities.
- Generate leads through meetings which can take place on our virtual event platform.



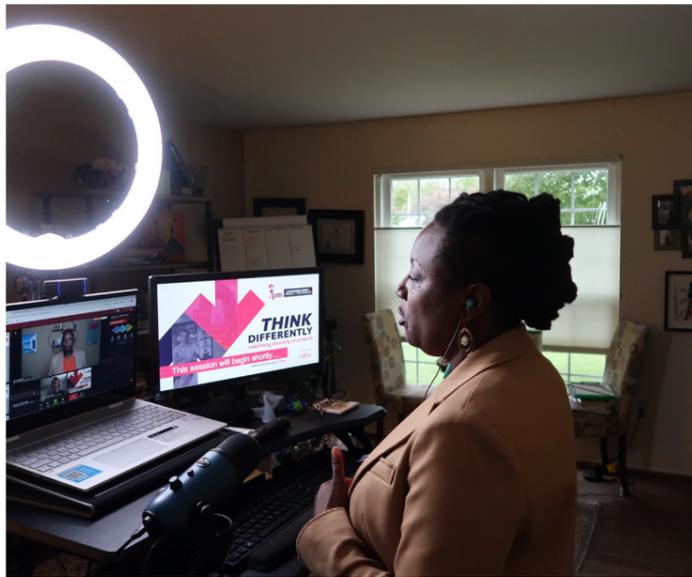
### EXPERIENCE LEVEL

- Project, programme or portfolio manager (62%)
- Student, graduate, apprentice or academic (17%)
- Project coordinator, project support or PMO (11%)
- Director (4%)
- Other (6%)



\*Data from the Think Differently 2020 post-event survey





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