



THE CN AGENCY AWARDS

2021 SPONSORSHIP BROCHURE



...—TIME TO—...
SHOW OFF
MARCH 2021, LONDON



RECOGNISING UK AGENCY TALENT

The CN Agency Awards are an annual celebration of all the great work that event management agencies do for the industry as a whole.

Bringing like-minded event planners closer together has always been the main mission for Conference News – our annual ceremony allows for the UK's most influential and prolific event agents to congregate and recognise the amazing achievements that this sector has contributed to the events world over the previous 12 months.

"It's wonderful to have the recognition and to celebrate with our colleagues and peers on the night. Can't wait for next year."

— Simon Baird, Cheerful Twentyfirst

"I want to thank CN for awarding me the pioneer achievement last year, the event last year was exceptional and to receive the award was a highlight of my year"

— Fay Sharpe, BCD Meetings & Events

"I was absolutely thrilled to be named Event Producer of the Year at the inaugural CN Agency Awards. Being able to add the award to our marketing collateral has really helped us to secure new business both at home and around the world."

— Rachel Ley, The Rachel Ley Consultancy

nec
thenec.co.uk

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Central

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Sorcha
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THE
CHAMPAGNE & GIFT
COMPANY

EVENT
SCREENS

Gaudio
AWARDS

INSITE
GRAPHICS

Sorcha
PRODUCTIONS

WHY SPONSOR THE CN AGENCY AWARDS

Becoming a sponsor at the CN Agency Awards goes much further than just the night. By partnering with Conference News for this event, you begin the process of positioning your brand as a pro-active supporter of the UK agency sector.

Each sponsorship campaign has been tailor-made and is divided into three key stages of marketing activity – all carried out with the intention of forming strong and long-lasting bonds with key event agents.

Interested in sponsoring?

Contact jnewey@mashmedia.net
or call 02084811122

2021 SPONSORS BROCHURE

CN

WHAT LAST YEAR'S SPONSORS HAD TO SAY:



We sponsored the CN Agency Awards and couldn't be happier with how the event ran for us - the quality of agents in the room was fantastic, and being involved in such an exciting event for the UK MICE market was a pleasure for me and my team. Taking part in the awards has allowed us to form relationships with key figures in the industry that we could not have achieved otherwise. We're already booked for next year - can't wait!



The CN Agency awards was a good opportunity to meet representatives from some of the UK's most successful agencies. The night itself was delivered to a high standard with a great atmosphere and excellent entertainment. I would recommend entering the awards and of course attending on the evening itself.

ODEON

This year we're really pleased to be working with Conference News on the CN Agency Awards again. For ODEON, we are that serious about our relationship with Conference News that we are closing our flagship cinema to the public for the pre-reception agency awards drinks as it's something that we know will bring us future business.

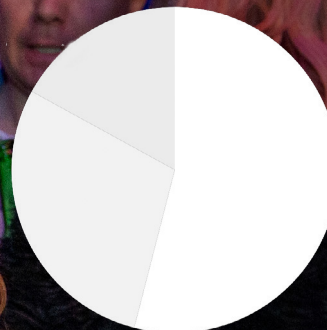
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WHO YOU'LL BE ENGAGING WITH

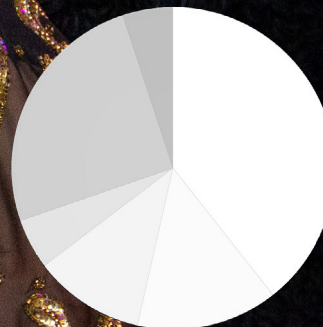
SENIORITY BREAKDOWN

54% – Director (or higher)
29% – Manager
17% – Executive



JOB ROLE BREAKDOWN

39% – C-suite
25% – Events
14% – Creative
11% – Sales
5% – Marketing
5% – Production



70%

of attendees with
purchasing responsibility.

64%

of attendees have subscribed
to the CN Newsletter.

62%

of attendees sign-up
for other CN events.

61%

of attendees read
Conference News.

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LEGACY

mci
experience

SevenEvents

BCD^o meetings
& events

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Last year's agencies represented at the event...

HOW TO ENGAGE AT OUR EVENT

HEADLINE SPONSORSHIP: £12,500 +VAT

PRE-EVENT

Branding Association & Familiarity

Branding on all communication of the awards to our event planner network which includes:

- ✓ 4 x Full Page Adverts in Conference News
- ✓ 10 x Banner Adverts in the Conference News weekly newsletter
- ✓ 1 x Splash Page Advert on Conference-News.co.uk
- ✓ 4 x In-page Package Adverts on Conference-News.co.uk
- ✓ All social media posts that include pictures and logos
- ✓ Each ticket sent to attendees for the ceremony
- ✓ Promotional video for the event (include a brief interview with one of your team)
- ✓ Content piece to announce your involvement in the CN Agency Awards to be hosted on Conference-News.co.uk.

AT THE EVENT

Network

Branding and ownership of various places throughout the event including:

- ✓ VIP section at the after-party
- ✓ Main screen throughout the meal
- ✓ Champagne given to winners
- In addition:**
- ✓ 2 x Tables of 10 spaces
- ✓ Sponsorship of any one award category of your choice

POST EVENT

Relationship Establishment

Branding on all communication to attendees which will include:

- ✓ 1 x Double Page Feature on the winners in Conference News
- ✓ 1 x Feature on the winners on CN Website
- ✓ All social media posts that include pictures and logos
- ✓ 1 x Winners and event highlights video
- ✓ Full list of attendees with company name and job title for follow-ups

Interested in being a Headline sponsor?

Contact jnewey@mashmedia.net or call 02084811122

HOW TO ENGAGE AT OUR EVENT

CATEGORY SPONSORSHIP: £2,500 +VAT

We have 17 categories at this year's CN Agency Awards – each included to showcase a different role, skill or achievement that should be recognised within the agency world.

PRE-EVENT

Branding Association & Familiarity

Branding positioned next to relevant award category wherever it appears across the following channels

- ✓ CN Agency Awards Website
- ✓ Full Page Adverts in Conference News magazine
- ✓ Digital adverts on Conference-News.co.uk
- ✓ Press pieces hosted on Conference-News.co.uk
- ✓ All social media posts across Facebook, Twitter and LinkedIn

AT THE EVENT

Network

Sponsorship of any award category of your choice which includes:

- ✓ Branding on screen during the presentation of your award category
- ✓ Representative from your company to give away the award

In addition:

- ✓ 1 x Table of 10 spaces

POST EVENT

Relationship Establishment

Branding on any relevant communication to attendees regarding your award category which includes:

- ✓ 1 x Double Page Feature on the winners in Conference News
- ✓ 1 x Feature on the winners on Conference-News.co.uk
- ✓ All social media posts that include pictures and logos
- ✓ 1 x Winners and event highlights video
- ✓ Full list of attendees with company name and job title for your award category for follow-ups

Interested in sponsoring a category?

Contact jnewey@mashmedia.net or call 02084811122



CATEGORIES

- ▣ Agency of the Year
- ▣ Agency Pioneer Award (selected)
- ▣ Community Support Award
- ▣ Creative Team of the Year Small
- ▣ Employer of the Year
- ▣ Global Agency of the Year
- ▣ Hybrid Event Producer of the Year
- ▣ Innovation Award
- ▣ Large Agency of the Year
- ▣ Medium Agency of the Year
- ▣ Online Event Producer of the Year
- ▣ Rapid Response Team Award
- ▣ Rising Star of the Year
- ▣ Salesperson of the Year
- ▣ Sales Team of the Year Start-up
- ▣ Agency of the Year
- ▣ Sustainability Award

Interested in sponsoring a category?

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INTERESTED IN SPONSORING? CONTACT NOW.

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CNAGENCYAWARDS.CO.UK

