

Tech Smart

NFP 2018

27 November | County Hall

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November 27

Fantastic venue in central London



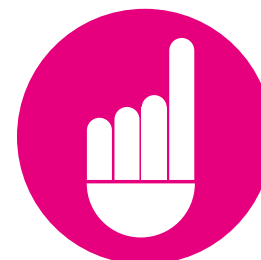
200-250 C-level delegates

Paid attendance



Unique lead-gen event

“Meet your next supplier!”



Designed to be supplier focused

- Centred around exhibition
- Qualified leads and introductions



One day educational content only

Evening drinks reception



Technology focus

- CRM
- CMS
- Events management
- Email marketing
- Data security
- Integration

What to expect at TechSmart 2018



Programme format

- **3 educational strands**
- **TED-style talks** (20 minutes)
- **Client case studies** (20 minutes)
- **Lightning talks** (5 minutes)
- **Innovative keynotes**
- **Roundtable discussions**
- **Panel discussion**
- **Networking breaks**
- **All-day exhibition**
- **Drinks reception**



TechSmart 2017 highlights



“We’ve been delighted with TechSmart today”

**Ralph Johnson,
Managing Director,
Felinesoft**

“Really positive reactions here today, lots of foot-fall, which is great”

**Jenny Parsons,
Chief Operating Officer, ProTech**



“There’s been a really good buzz, it’s been good fun”!

Scott Cole, Head of Business Development & Partners, NetXtra



“I’ve heard from numerous people that TechSmart was one of the best conferences in the UK they have attended.”

**Edward Wendling
Vice President
of Marketing, ASI**

“It’s even bigger and better than it was last year!”

“It’s only lunchtime and we’ve already had some great responses and really good conversations, so excellent event”

**Alan Perestrello,
Co-founder & Director, Trillium**



All suppliers under the one roof...



Technology focus, supplier focus

- 30 sponsors/exhibitors
- Entire event is centred around the exhibition
- Designed to achieve leads and introductions for our sponsors



It's all about the leads...

- Delegates invited to 'meet your next potential supplier'
- Senior-level delegates who pay to attend - no time wasters
- Delegates are attending for insight into the technology and supplier marketplace
- Briefing session on how to get maximum leads
- Delegate list for targeting before the event (delegate name, job title, organisation name)
- Venue tour



Platinum sponsor and presenter package (£10,000)

Pre-event

- Video interview with sponsor - promoted through social media, TechSmart website and YouTube channel (for sponsors signed up by 30.04.18)
- Sponsor-of-the-week interview for TechSmart newsletter
- Platinum company logo on the TechSmart website to include 100-word company profile and link to sponsor website
- Platinum-positioned logo on all TechSmart direct e-marketing

At the event

- 3 x 2m exhibition stand (space only)
- TED-style speaking slot (to be used for client case study) – 20 minutes
- Participation in delegate roundtable discussion or panel discussion
- Platinum-positioned logo (rotating with other content) displayed on onsite screens in the venue
- Platinum-positioned logo on the outer stage set screens in main plenary room
- Full page advert in event programme
- Platinum-positioned logo on delegate bag for delegates to take home
- 5 Complimentary VIP passes for your key clients
- 4 Staff passes

Post-event activity

- Post-event delegate report, including contact details
- Platinum-positioned logo on post event TechSmart survey
- Platinum-positioned logo on post event TechSmart newsletter

Gold sponsor and presenter package (£8,000)

Pre-event

- Video interview with sponsor - promoted through social media, TechSmart website and YouTube channel (for all sponsors signed up by 30.04.18)
- Sponsor-of-the-week interview for TechSmart Newsletter
- Company logo on the TechSmart website Logo (rotating with other content) displayed on digital onsite screens in the venue
- Logo on all TechSmart direct e-marketing

At the event

- 3 x 2m exhibition stand (space only)
- TED-style speaking slot (can be used for client case study) - 20 minutes
- Gold-positioned logo (rotating with other content) displayed on onsite screens in the venue
- Gold-positioned logo on the outer stage set screens in main plenary room
- Logo on the TechSmart delegate bag for delegates to take home
- Insert into the delegate bags (literature/gift etc.)
- 4 Complimentary VIP passes for your key clients
- 3 Staff passes

Post-event activity

- Post-event delegate report, including contact details
- Gold-positioned logo on post event TechSmart survey
- Gold-positioned logo on post event TechSmart newsletter

Silver sponsor and presenter package (£6,000)

Pre-event

- Company logo on the TechSmart website
- Logo on all TechSmart direct e-marketing

At the event

- 3 x 2m exhibition stand (space only)
- Lightning talk – 5 minutes
- Logo (rotating with other content) displayed on digital onsite screens in the venue
- 3 Complimentary VIP passes for your key clients
- 2 Staff passes

Post-event activity

- Post-event delegate report, including contact details
- Logo on post event TechSmart survey
- Logo on post event TechSmart newsletter

Bronze exhibitor package

(£4,000)

Pre-event

- Company logo on the TechSmart website

At the event

- 3 x 2m exhibition stand (space only)
- Logo (rotating with other content) displayed on digital onsite screens in the venue
- 2 Staff passes

Post-event activity

- Post-event delegate report, including contact details
- Logo on post event TechSmart survey
- Logo on post event TechSmart newsletter

Additional extras

Sponsorship of Research Study £2,000

Sponsorship of “MS Dynamics Definitive Guide” £2,000

Sponsorship of evening reception drinks £2,000

Additional staff passes and VIP passes £100



The Venue: County Hall

County Hall was chosen so that our sponsors and exhibitors are at the heart of the event



TechSmart 2017
delegate information

Why do people attend TechSmart?

80% of delegates said they registered because they were either

“unhappy with their current systems” or

“weren’t getting enough from their current systems”

115 attendees said they were

“looking to replace their system immediately”

What challenges is your company facing?

We’re not using our systems to their full potential

63%

Our systems are out of date

49%

21%

A lack of company adoption of systems

16%

We are struggling with our current supplier(s)

19%

Customer engagement and retention is poor

TechSmart 2017
delegate information

Leadership teams and decision-makers

Out of 261 attendees

17 CEO/CFO/COO



61 Director



57 Company head



95 Manager level



Sample attendee list from 2017

Job title

Head of Transformation
Finance & IT Director
CEO
CEO
Deputy CEO
Head of Customer Services and Insight
Head of Digital
CRM Implementation Manager
Database Manager
Head of IT
Digital Marketing Executive
Head of Digital
Fundraising Operations Manager
Head of Fundraising & Communications
Chief Operating Officer
Director of Membership and Communications
Head of ICT
Head of Membership
Deputy Chief Executive
Head of Membership
CEO
Digital Marketing Specialist
Digital Strategy Lead
Director of Finance
Director of Membership
Head of Marketing
Head of Operations & Membership
Director of Operations
Marketing Services Manager
Project Manager
Head of IT Services
Senior Patient Relations & Engagement Manager
Data UK Manager
Marketing & Campaigns Executive

Organisation

Action for Children
ActionAid International
Advocacy Matters
Aids Orphan UK Trust
All We Can
Alzheimer's Society
Arthritis Research UK
Association of Anaesthetists of Great Britain & Ireland
Association of Business Executives
Association of Optometrists
Barnardo's
Bible Society
Blind Veterans UK
Bliss
Bond UK
Bond UK
British Association for Counselling & Psychotherapy
British Association for Counselling & Psychotherapy
British Dietetic Association (BDA)
British Dietetic Association (BDA)
British Equine Veterinary Association
British Exploring Society
British Medical Association
British Orthopaedic Association
British Retail Consortium
British Society for Rheumatology
British Society for Rheumatology
British Universities and Colleges Sport (BUCS)
Building Services Research & Information Association Transformation
Business in the Community
Campden BRI
Cancer Research UK
Cats Protection
Chartered Institute of Arbitrators

Job title

Director of Marketing
 Head of Fundraising
 Chief Operations Officer
 CRM Delivery, Data & Insight Senior Manager
 Data and Information Manager
 Chief Technology Officer
 Head of IT
 Project Manager
 Head of Digital
 CEO
 Director of Digital Transformation & Comms
 Director of Technology
 Commercial Director
 Business Administration Executive
 Director of Finance
 Head of Marketing
 Director of Membership & Professional Standards
 Finance Director
 Membership Experience Manager
 Digital & Website Content Project Manager
 IT Project Manager
 Head of Student Recruitment Operations
 Exec Director Business Transformation
 Executive Director
 Head of Digital
 Head of ICT Operations
 Membership Marketing Manager
 Applications Solutions and Services Manager
 Membership Manager
 Head of Digital Media
 Digital Programme Manager
 Vendor PM - Digital
 Director of Fundraising & Comms
 Director of Finance and Operations

Organisation

London Institute of Banking & Finance
 Médecins Sans Frontières
 Microbiology Society
 Mind
 Moorfields Eye Charity
 National Housing Federation
 National Landlords Association
 National Trust
 Nesta
 Nuclear Institute
 Parkinson's UK
 Professional Association for Childcare and Early Years
 Rail Alliance
 Railway Industry Association
 Recruitment & Employment Confederation
 Recruitment & Employment Confederation
 Royal Aeronautical Society
 Royal Aeronautical Society
 Royal College of General Practitioners
 Royal College of Paediatrics and Child Health
 Royal College of Psychiatrists
 Royal Holloway
 Royal Institute of British Architects (RIBA)
 Royal Institute of British Architects (RIBA)
 Royal Institute of British Architects (RIBA)
 Royal Institute of British Architects (RIBA)
 Royal Institute of British Architects (RIBA)
 Royal Society of Medicine
 Royal Statistical Society
 RSPCA
 Samaritans
 Scope
 ShelterBox
 Society and College of Radiographers

Job title

Marketing and Communications Manager
 Membership Manager
 Head Of Web and Digital
 Head of Marketing & Partnerships
 Project Manager
 Finance Manager
 Director of Corporate Services
 Chief Executive
 Head of PR & Communications
 Head of Data Services
 Digital Solutions Project Manager
 IT and Operations Manager
 IT & Systems Manager
 Executive – Marketing, Products and Services
 Marketing Manager
 Head of Marketing and Communication
 Head of Membership & Commercial Services
 Business Administration Manager
 Director of Membership & Volunteering
 Marketing Manager
 Head of Quality and Operations
 Head of Digital Channels & Publishing
 Chief Executive
 Corporate Development Executive
 Digital Marketing Manager
 Digital Technology Manager
 AGS - Organisation & Resource Dev.
 Head of Membership
 Deputy Chief Executive
 Head of Communications and Membership
 Head of Communications
 Head of CRM System
 Director of Finance
 Director of Fundraising

Organisation

Society of Operations Engineers
 Tamba
 Thames Valley Housing
 The Agile Business Consortium
 The Agile Business Consortium
 The British Association of Urological Surgeons
 The Chartered Institute of Building (CIOB)
 The Chartered Institute of Trade Mark Attorneys
 The Chartered Institute of Trade Mark Attorneys
 The Children's Society
 The Football Foundation
 The Gemmological Association of Great Britain
 The Geological Society
 The Kennel Club
 The Lightbox Gallery and Museum
 The National Federation of Roofing Contractors
 The National Federation of Roofing Contractors
 The Railway Industry Association
 The Royal British Legion
 The Royal Society of Medicine
 UAL Awarding Body
 UK Finance
 UK Oracle User Group
 Unicef
 Unicef
 Unicef
 UNISON
 UNISON
 Universities and Colleges Employers Association
 Universities and Colleges Employers Association
 UnLtd
 UnLtd
 Young Minds
 Young Minds