



INSTITUTE  
OF EXPORT  
& INTERNATIONAL TRADE

Working with the IOE&IT in 2020

[www.export.org.uk](http://www.export.org.uk)



# Working with the IOE&IT

Partnering with the IOE&IT allows you to align your brand with the UK's only professional membership body representing and supporting the interests of everyone involved in international trade.

Our media and marketing packages are designed to give you brand exposure to the audiences that you want to do business with.

The Institute's database of members includes goods manufacturers and international traders (large corporate, MSBs, SMEs and Micro exporters).

Partnering with us will also give you exposure to some of the key figures in international trade.



## How to get involved in 2020

1. Regional Trade Summits – February to November 2020
2. London World Trade Summit – 21<sup>st</sup> October 2020
3. Graduation & Prize Giving Ceremony – 18<sup>th</sup> May 2020
4. Queen's Awards Winners Gala Dinner – 23<sup>rd</sup> September 2020
5. Networking Drinks Reception – 17<sup>th</sup> June & 2<sup>nd</sup> December 2020
6. Surveys & Roundtable events
7. Media Package: World Trade Matters, e-newsletters & blogs/social media
8. 'Export Expert' Packages
9. Open to Export: Webinars & Action Plan Competition

# Events



## Regional Trade Summits



As part of our commitment to build competence in British businesses, the Institute produces a series of Regional Trade Summits that bring together experts and leading authorities to speak on the key issues of the day.

These one-day events explore the increasingly complex international trade environment, looking at the many opportunities and a few challenges currently facing those working in international trade.

Expected attendance of 60 delegates per event

### **Planned events:**

- 12<sup>th</sup> February – Manchester
- 25<sup>th</sup> March – Southampton
- 10<sup>th</sup> June – Northern Ireland
- 1<sup>st</sup> July – South West
- 16<sup>th</sup> September – Cambridge
- 18<sup>th</sup> November – West Midlands

## Regional Trade Summits

### Sponsorship package

- Event partner with full brand and named placement on all pre and post event marketing and PR materials:
  - Logo on website event page
  - Logo on solus email campaigns and monthly newsletters
  - Integrated social media campaign
  - Additional exposure in PR and associated news articles
- 20 minute speaker slot at the summit
- Blog article/interview in the build up to the event
- Permission to contact all delegates post-event
- Marketing promotion at the event including a piece of literature in the delegate packs and stand space

**Cost:**      **Event partner - £2500 +VAT per event**  
                 **Speaker slot - £500 +VAT per event**





# World Trade Summit

**21<sup>st</sup> October 2020, London**

The flagship of our summits, our annual world trade summit in London brings together the year's regional summits, with the experts and leading authorities from around the world speaking on the key issues that impact on international trade.

Designed to challenge and inspire all who attend, the summit looks at ways we can enhance the UK's export performance in a fast moving and dynamic global market.

The event concludes with a networking drinks reception to finish the day.

Expected attendance: 150+ delegates including influencers from the world of international trade.



# World Trade Summit

**Sponsorship of this event will give you the chance to position your brand alongside some of the UK's most respected thought leaders in the world of international trade.**

## **Sponsorship package**

- Event partner with full brand and named placement on all pre and post event marketing and PR materials:
  - Logo on website event page
  - Logo on solus email campaigns and monthly newsletters
  - Integrated social media campaign
  - Additional exposure in PR and associated news articles
- 20 minute speaker slot at the summit
- Complimentary tickets to the summit
- Blog article/interview in the build up to the event
- Permission to contact all delegates post-event
- Company profile in the Summit programme
- Marketing promotion at the event including a piece of literature in the delegate packs and stand space



**Cost:**      **Exclusive event partner - £10,000 +VAT**  
                 **Speaker slot - £1000 +VAT**



## Graduation & Prize Giving Ceremony

**18<sup>th</sup> May 2020 - Mansion House, London**

**This is your opportunity to speak to an audience of newly qualified international trade professionals.**

Graduates from the Institute's range of qualifications are truly the next generation of Directors and Influencers within the world of international trade. They are all invited to our prestigious Prize Giving and Graduation ceremony where their success is formally recognised and celebrated.

The Institute is delighted that The Lord Mayor of London welcomes students and guests into his official residence, Mansion House, and joins us in congratulating our students on completing their studies.

Expected attendance of cir.200 including students, their employers. major stakeholders and influencers from the world of international trade.



# Graduation & Prize Giving Ceremony

## Drinks reception sponsorship:

- Brand placement on all pre and post event marketing and PR materials:
  - Logo on website event page
  - Logo on solus email campaigns
  - Integrated social media campaign
  - Additional exposure in PR and associated news articles
- Sponsorship of two awards, with your company name inscribed on the awards
- Complimentary tickets to the Ceremony
- Opportunity to present the award to the winner(s) at the Ceremony
- Full page advert in the Graduation programme
- Marketing promotion at the event including stand space

Cost: £2500 +VAT



# Graduation & Prize Giving Ceremony

## Award sponsorship:

- Brand placement on pre and post event marketing and PR materials:
  - Logo on website event page
  - Logo on solus email campaigns
  - Integrated social media campaign
- Your company name inscribed on the award
- Complimentary tickets to the Ceremony
- Opportunity to present the award to the winner(s) at the Ceremony
- Company profile in the Graduation programme

Cost: £500 +VAT per award







# Queen's Awards Winners Gala Dinner

**23<sup>rd</sup> September 2020**

A Queen's Award for Enterprise is probably the most prestigious accolade that a UK business can earn and each year we are honoured to be able to host a celebratory dinner for the winners of the International Trade category.

Our Gala Dinner provides a fantastic opportunity for companies to celebrate their award and success with their whole team. It offers a wealth of networking opportunities with successful businesses and thought leaders and any sponsors the exposure to real high level exporters.

The evening includes:

- A drinks reception and three-course dinner with wine
- Guest speakers to entertain you

We were delighted that HRH The Princess Royal was able to attend the 2017 gala dinner, meeting the Queen's Awards winners and congratulating them on their achievements.



Expected attendance of 200+ guests to include Queen's Awards Winners and key influencers from the world of international trade.

# Queen's Awards Winners Gala Dinner

**This is your opportunity to enhance your company's brand through affiliation with the UK's top business awards.**

## **Pre-dinner drinks reception sponsorship:**

- Brand placement on all pre and post event marketing and PR materials:
  - Logo on website event page
  - Logo on solus email campaigns
  - Integrated social media campaign
  - Additional exposure in PR and associated news articles
- Table of 10 at the dinner
- Speaker slot at the dinner
- Marketing promotion at the event including stand space
- Email to attendees post event

**Cost: £5000 +VAT**



# Networking Drinks Receptions

**Summer Drinks Reception: 17<sup>th</sup> June 2020**

**Winter Drinks Reception: 2<sup>nd</sup> December 2020**

A fabulous opportunity to kick back, relax and celebrate your great achievements and hard work.

These events will provide an unparalleled opportunity to network with fellow international trade professionals in an enjoyable and less formal atmosphere.

Expected attendance of 100+ guests

**Sponsor the event from just £500+VAT**





Get your voice  
heard



## Policy and Roundtables

The Institute is a powerful voice in leading, championing and celebrating international trade. We represent the issues that are most important to you, working to ensure your industry remains in the government and media spotlight.

Throughout 2020 we will be running regular Roundtable events to listen to our members' views.

Get involved to get your voice heard.

**Cost: Roundtable partnership - £2500+VAT**



## Surveys

The Institute regularly surveys members to inform and influence government and civil servants.

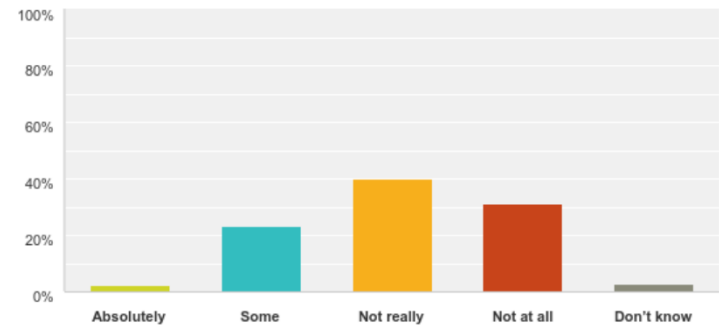
We have frequently surveyed our members and fellow exporters to track their views, attitudes and desires around Brexit.

The 'Export Optimism' survey invited members, established exporters and importers and trade association members to take part in a questionnaire about their optimism for global trade opportunities.

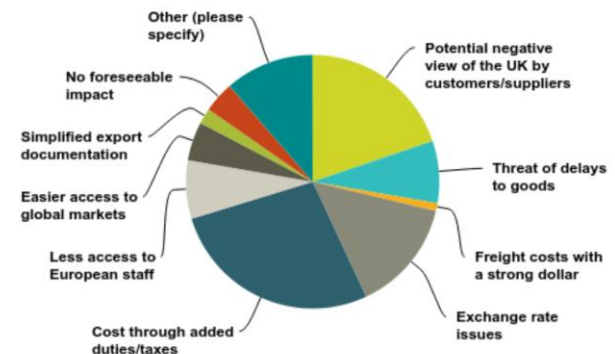
Partner with us on our 2020 surveys, contributing questions, full access to results and inclusion in survey results press releases.

**Cost: Survey partner - £2500 +VAT**

**Do you feel there are sufficient routes for your views on Brexit to be heard by government?**



**What is the most significant potential impact to your business from leaving the EU?**





# MEDIA PACKAGE



## Member Journal: World Trade Matters

***World Trade Matters*** is the quarterly professional journal for members of the IOE&IT.

The journal keeps members in touch with local, national and international Institute activities, topical industry issues and also serves as a practical aid to a member's professional development.

Each quarter the journal is distributed to all members of the Institute as well as key major stakeholders from the world of international trade, including Cabinet Ministers.

In addition, the journal is distributed to the full network of Chambers of Commerce, Scottish Enterprise and Invest Northern Ireland, plus various trade associations and industry governing bodies.

Readership of the journal is approximately 15,000 people each issue and the additional support provided by social media and blogs on both the IOE&IT and Open To Export websites, extends the reach of your advert to over 75,000 international trade professionals.



## E-newsletters

Distributed monthly to our members and other registered recipients, who have requested to receive it direct to their inbox.

The newsletter provides a round up of the latest international trade news, updates on the Institute's work and upcoming events and news releases that international trade professionals need to know about.

The newsletters are also hosted on the Institute's website and promoted via our social media accounts. Readership is c.15,000 each month.

Advertising in the newsletter enables you to put your brand into the inbox of thousands of international trade professionals.



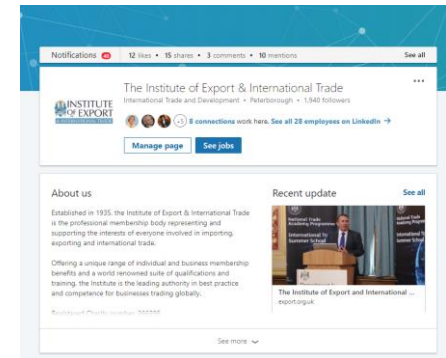
## Blogs & Social Media

No other organisation offers the opportunity to reach so many international trade professionals, through blogs on the IOE&IT website and also through our website for SMEs getting ready to export, OpenToExport.com.

Blogs are promoted on our social media accounts, extending the reach to thousands more people in the international trade community.

### Key stats:

- IOE&IT website: **15,000 visits** per month
- Open to Export website: **25,000 visits** per month
- LinkedIn: **10,862** followers and growing
- Twitter: **11,000** followers
- Facebook: **601** followers





## Media Package Deal



Taking advantage of our media package offer is the most cost-effective way to get your products and services in front of an audience of international trade specialists and decision makers. It includes:

3 x Single page adverts in our quarterly member journal, 'World Trade Matters' worth £5985

3 x monthly e-newsletter adverts worth £3000

2 x blogs with social media promotion worth £4000

**All for just £5000**

All stated prices are excluding VAT

**Reach over 60,000 people actively interested in international trade**



# Position yourself as an 'Export Expert'

Content opportunities with the Institute of Export & International Trade

# 'Export Expert' - Gold Package - £6000

- Single page ad in journal
- Single page interview article (republished on blog within 6-12 months of the journal)
- Interview posted on IOE&IT blog one month after journal publication
- 5-10 minute video interview video clip on the IOE&IT blog
- Podcast interview or member webinar slot
- Speaking slot at an IOE&IT World Trade Summit
- Speaking slot on an Open to Export webinar
- Access to registration data from the Open to Export webinar via an opt-in
- Social media promotion for all content



This is a one-off package. For a year-long media partnership, please view our the Media Partner Deal.

# 'Export Expert' - Silver Package - £3000

- Single page ad in journal
- Single page interview article (republished on blog within 6-12 months of the journal)
- And 2 of the following:
  - 5 minute video interview video clip
  - Podcast interview / Member Webinar slot
  - Speaking slot at an IOE summit
  - Speaking slot on an Open to Export webinar (no registration data)
  - Registration data from the Open to Export webinar (via an opt-in)





# 'Export Expert' - Entry Package - £1000

- Single page interview article (republished on blog within 6-12 months of the journal)
- And one of the following:
  - 5 minute video interview video clip
  - Podcast interview / member webinar slot
  - Speaking slot at an IOE summit
  - Speaking slot on an Open to Export webinar



# Open to Export

The screenshot shows the Open to Export website with a navigation bar containing links: About, Step by step, Ask the experts, Export Action Plan, Webinars, Blog, and Useful co... The main content area features the headline "Taking UK Plc to the World" and "Enter the 10th Export Action Plan Competition". A prominent green button reads "Start your Export Action Plan now". Below this, social media hashtags #Open10Export and #BelieveinExport are displayed alongside the "opento export" logo, the "BIBBY" logo, and a red Scottish flag. A stylized globe graphic is on the right.

The video player below shows a woman speaking at an event. The video title is "The Open to Export Action Plan Competition". The background of the video includes the "opento export" logo and text that reads "Getting UK businesses ready to sell overseas". A "Watch later" button and a "Share" icon are visible in the top right of the video player.

**Useful Links**

- The Export Action Plan Tool
- UK Competition
- Prizes
- Previous Winners
- Testimonials
- Frequently Asked Questions
- Competition Terms & Conditions
- International Business Awards (Summer 18)

## Webinars

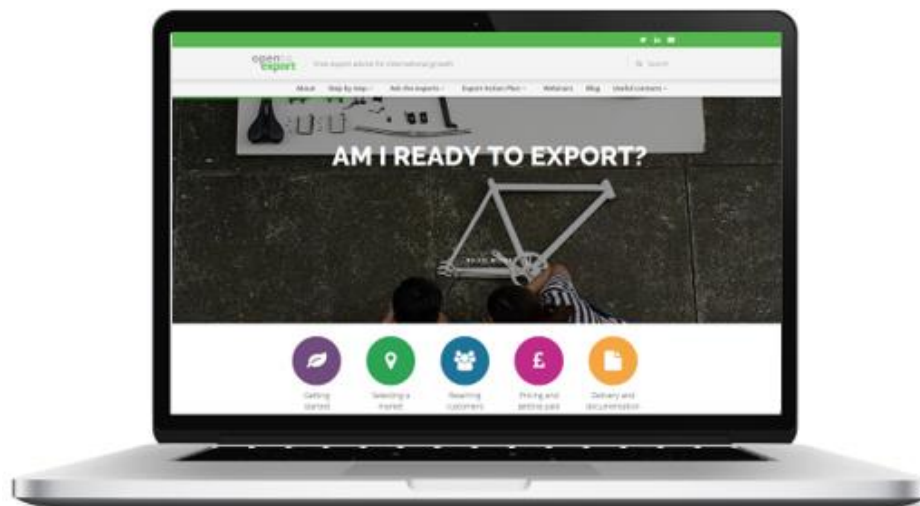
Open to Export is part of the Institute's commitments to support all sizes and levels of Businesses throughout the UK. It provides a free online information service fully supported through the IOE&IT experts, and dedicated to helping small UK businesses get ready to export and expand internationally.

Offering a range of opportunities to promote your business to thousands of companies looking to expand their businesses internationally, including blogs, webinars and online guides.

Open To Export and the IOE&IT have a comprehensive programme of webinars throughout the year. Sponsorship of a webinar includes:

- Access to registered user contact details via an opt-in/out field for your data to be shared with you in the registration form
- Co-branding on the webinar and promotional material around it on site, social media and in the invites
- Opportunity to shape format and content
- Opportunities to have links to your business/product included in the invites and follow up emails
- Opportunity for a dedicated email to OTE database

Cost: £750 - £1000



# Export Action Plan Competition

The Export Action Plan competition is an incentive to inspire small businesses to complete their plan using the tool. Once completed, businesses can enter the competition to win £3000 plus a range of prizes to help them deliver on their plans.

Ten of the most promising action plan owners will then be invited to a prestigious showcase final to pitch their businesses for the chance to win the prizes.

Sponsorship of the Export Action Plan competition offers:

- Logo and company write-up on website landing pages
- Premier positioning of logo on promotional flyers
- Named placement on email campaigns and monthly newsletters
- Integrated social media campaign
- Additional exposure in PR and associated news articles
- Seat on the judging panel at the competition showcase final
- Dedicated 30 day MPU banner placement on Open to Export website
- Blog article/interview in the build up to the judging day
- Permission to contact all entrants into the competition
- Seat on a webinar panel

**Cost: £6500 (negotiable for joint sponsorship)**





***"By partnering with the IOE&IT through 2019 we were able to reach out successfully to SMEs who want to expand through international trade. This was a true collaboration across a range of initiatives including events, webinars and the Open To Export Action Plan competition that provided practical expertise and support for SMEs looking to maximise the opportunities that overseas trade brings."***

***"We look forward to reaching out to more businesses with international ambitions through 2019 and our relationship with the IOE&IT is central to achieving that"***

Jim Davis, Managing Director, Bibby Financial Services

**BIBBY**  
FINANCIAL SERVICES



Speak to the team to discuss your requirements on +44 (0)1733 404400 or email  
[events@export.org.uk](mailto:events@export.org.uk)

## Next steps

We remain committed to representing our members' views while encouraging businesses to build competence and renewed confidence in trading around the world.

**Our mission remains to be the leading authority in all aspects of International Trade and with your continued support we can bring this to fruition in 2020.**

Our event sponsorship packages allow you to align your brand with the UK's only professional membership body representing and supporting the interests of everyone involved in international trade.

Our team can work with you to create a **tailored** sponsorship package to meet your key business objectives and deliver valuable return on investment. Our packages are designed to give you brand exposure to the audiences that you want to do business with.

**Speak to the team to discuss your requirements on +44 (0)1733 404400 or email [events@export.org.uk](mailto:events@export.org.uk)**