

# SPONSOR PACK

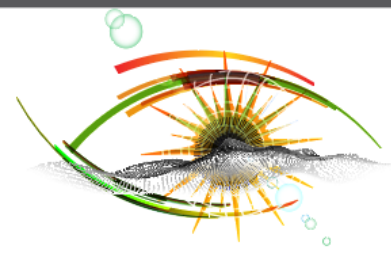


Conference 2019



# NEW HORIZONS

Exploring the frontiers  
of a changing landscape



 **NEW  
HORIZONS**

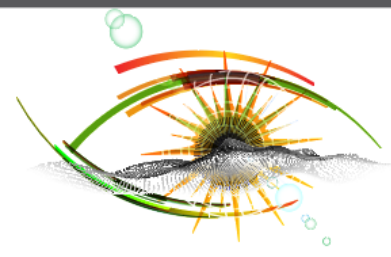
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## OUR CONFERENCE THEME THIS YEAR:

***RANZ Conference 2019: New Horizons** is going to be focussed on the relentlessly changing landscape of the world we work and live in, and in this context, what harnessing the true power of insights means. We want to champion the new breed of insight professionals, explore the emerging and adjunct insight disciplines and look to how these contribute to commercial decision making.*

*Your business has the opportunity to participate in this event with great sponsorship opportunities available. With this now a two-day event and already an amazing group of speakers lining up, this pack outlines the many different types of sponsorships available.*



RESEARCH ASSOCIATION  
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**12<sup>th</sup> & 13<sup>th</sup> August 2019**

## **Ellerslie Event Centre the venue**



Situated in beautiful, park-like surroundings, Ellerslie Event Centre enjoys the ambience and backdrop of Auckland's iconic and historic Ellerslie Racecourse.

A central Auckland location offering easy access to motorways and Auckland Airport.

Modern facilities situated in gorgeous, park-like grounds.

Extensive & free on-site car parking.

Dedicated in-house catering team.

A four star, 247-room hotel located on-site.



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For this conference we are ensuring premium space for exhibitors/sponsors. We will be in the top floor of the Ellerslie Stand. This space will be divided into three Guineas rooms, each feature high, arched ceilings and magnificent views across the racecourse.

The main conference room will be in Guineas 1. We've ensured that there will be lots of space for delegates, and this area easily seats up to 400 at tables. There are options available for exhibitors to be in the main conference room if desired, either around the sides or at the back of the space.



The central room will be the heartbeat of socialising, networking and where morning/ afternoon teas plus lunch will be served on both days. This will also be where exhibitors will be located, ensuring maximum exposure and chance to interact with delegates. Networking drinks will also be served here at the end of day one, extending the exposure. This space is 295sqm, so don't be shy, feel to bring in a large exhibit!

The diagram below shows the room specifications. Note Platinum and Gold Sponsors will have first right to locations within the central social networking space. It is anticipated bar leaners and chairs will be in this space for delegates, alongside food and drinks.

### ROOM SPECIFICATIONS

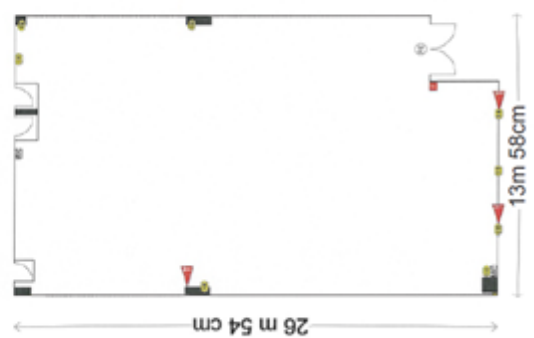
#### Set up style

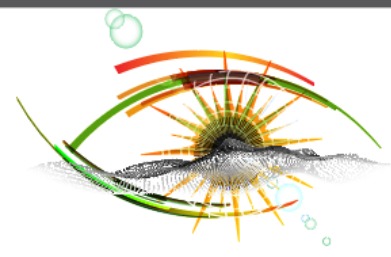
- Theatre - 180
- Cocktail - 200
- Classroom - 90
- Banquet - 140 without dance floor
- Boardroom/ U-shape - 50
- Exhibition spaces - 14

#### Dimensions

295 sqm

To view a virtual tour please visit our website and go to the venue page about the Guineas Ballroom.





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## INTERNATIONAL KEYNOTE SPEAKERS

We are still finalising all our speakers, but have some amazing ones already lined up. All are available for sponsorship.

This year we have two overseas keynote speakers joining us, Ray Poynter and Andrew Cannon.

### Ray Poynter



After more than forty years in market research, Ray now focuses on training, consulting, writing and contributing to the creation of new approaches in market research. Ray is in frequent demand as a keynote speaker, facilitator, contributor and advisor.

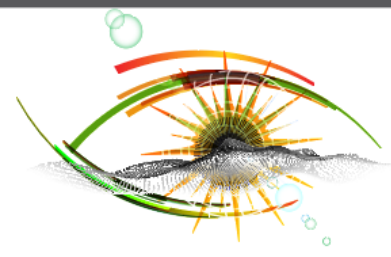
Ray is the founder of NewMR.org, a long-standing member of MRS and ESOMAR, and a member of the ESOMAR Council. Ray is the author of *The Handbook of Mobile Market Research*, *The Handbook of Online and Social Media Research* and the #IPASOCIALWORKS Guide to Measuring Not Counting, editor of the ESOMAR book *'Answers to Contemporary Market Research Questions'*.

Ray has spent the last 40+ years at the intersection of innovation, technology, and market research. During those years Ray has held director level positions with Vision Critical, Join the Dots, The Research Business, Millward Brown, Sandpiper and IntelliQuest. Ray is Managing Director of The Future Place, a UK-based consultancy that operates NewMR.org.

Ray sees his mission as *"Have fun, help people, pursue knowledge, and try to make some money along the way."*

Ray will give a **keynote speech** on The State of the MR Nation in 2019; We are experiencing Research in the time of VUCA (Volatile, Uncertain, Complex, and Ambiguous). In this state of the nation presentation, Ray draws on multiple sources to paint a picture of the main trends and forces shaping market research. The presentation will cover the growth of automation, artificial intelligence, the shift from traditional market research analytics, the rise of DIY and the changing roles of client insight roles. Ray will also visit the tricky and changing boundary between innovative new solutions and snake oil.

He will then also be part of a **panel discussion**.



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**Andrew Cannon**



Andrew is Executive Director of the Global Research Business Network (GRBN).

Andrew is passionate about the role that research businesses have to play in enabling decision makers to both make better decisions and to be more customer/citizen-centric. He is also passionate about the role that national associations have to play in promoting and protecting the research industry.

Andrew has more than 25 years of experience as a market research practitioner on both the agency and client sides. He currently divides his time between running a boutique research agency in Helsinki, working as Executive Director for the GRBN, and serving as President of EFAMRO, the European Federation of

Market Research Organisations. His keynote talk will focus on how to build the business impact of Insights in an evolving customer-focused business environment.

**LOCAL KEYNOTE SPEAKERS**

Two local keynotes many of you will know well. We are delighted that Duncan Stuart (Owner at Kudos) and Carmen Vicelich (Managing Director, Data Insight) are our speakers in 2019.

**Duncan** is a crowd favourite at RANZ conferences, so we couldn't but help invite him back as a local keynote speaker after winning People's Choice Award yet again in 2017. We are waiting to see what magic Duncan cooks up for us this year - so watch this space!

**Carmen**, an IT Entrepreneur and Data Insights Guru, is well recognised for the amazing work her and her team are doing in the big data space, so an amazing talent to have to shares your thoughts with us. As Carmen is not your typical anything – a powerhouse entrepreneur who has built two multi-million-dollar, international data and technology businesses in just five years at the same time as balancing life as a wife and mother of four young children.

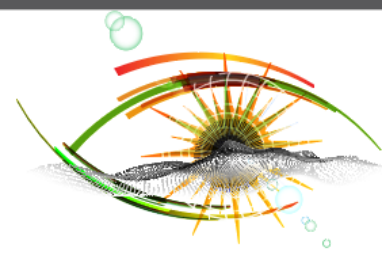
Gold sponsors are offered the opportunity to sponsor both Duncan and Carmen.

We have a number of other speakers lined up, and more still being confirmed. This is going to be a conference like no other! If you would like further speaker details please contact Galina, Rob or Claire.

**NETWORKING / EXHIBITION SPACES**

Although the programme will be full of interesting sessions and speakers, the design allows delegates to break out and engage. We encourage sponsors to consider how they can best interact with attendees within their exhibition spaces.

The main opportunities are at the start of conference, during the tea and lunch breaks and at the end of conference during the networking hour.



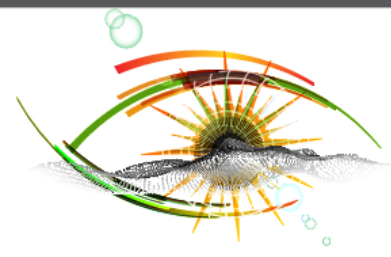
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**SPONSOR BENEFITS SUMMARY**

	<b>PLATINUM</b> <b>TAKEN</b> 1 x	<b>GOLD</b> 4x	<b>SILVER</b> 7x	<b>BRONZE</b> Restricted/ On application
NAMED SPONSORSHIP ON KEY PROMOTIONAL MATERIAL	◆	◆	◆	◆
LOGO ON RANZ CONFERENCE PUBLICATIONS AND WEBSITES	◆	◆	◆	◆
LOGO ON AV STANDS AROUND CONFERENCE	◆	◆	◆	◆
EXHIBITION SPACE TO SHOWCASE PRODUCTS AND SERVICES (Premium space and size to Plat and Gold)	◆	◆	◆	Negotiable at an additional fee
VERBAL ACKNOWLEDGEMENT DURING CONFERENCE	◆	◆		
BRAND LOGO ON FRONT OF CONFERENCE PROGRAMME	◆			
OFFICIAL SPONSOR OF CONFERENCE DINNER, INCLUDING LOGO ON DINNER BACKDROP	◆			
COMPLIMENTARY ENTRY FOR 4 PEOPLE	◆			
COMPLIMENTARY ENTRY FOR 3 PEOPLE		◆		
COMPLIMENTARY ENTRY FOR 2 PEOPLE			◆	
COMPLIMENTARY ENTRY FOR 1 PERSON				◆
ADDITIONAL TICKETS AT 40% DISCOUNT	◆	◆		
OFFICIAL SPONSOR OF A KEYNOTE SESSION		◆		
OFFICIAL SPONSOR OF REFRESHMENT BREAK DURING THE DAY <b>OR</b> OFFICIAL SPONSOR OF POWERED BY PECHAKUCHA <b>OR</b> AWARD (BEST PAPER, PEOPLE'S CHOICE, 20/20)			◆	
<b>COST</b>	<b>\$13,500</b>	<b>\$6,000</b>	<b>\$4,000</b>	<b>\$2,500</b>



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**PLATINUM** **TAKEN \$13,500**

- Named sponsorship on key promotional material
- Logo on RANZ conference publications and website
- Logo on AV Stands around conference
- Prime exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Brand logo on front of conference programme
- Official sponsor of conference dinner, including logo on dinner backdrop
- Complimentary entry for four
- Additional at 40% discount to bring along additional colleagues or clients

**GOLD - \$6,000**

- Named sponsorship on key promotional material
- Logo on RANZ conference publications and websites
- Logo on AV Stands around conference
- Exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Official sponsor of keynote session
- Complimentary entry for three
- Additional tickets at 40% discount to bring along additional colleagues or clients

**SILVER - \$4,000**

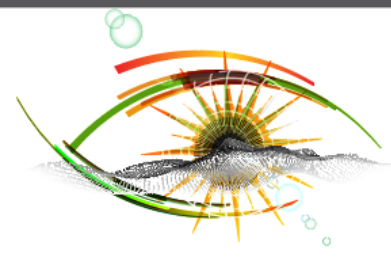
- Named sponsorship on key promotional material
- Logo on RANZ conference publications and websites
- Logo on AV Stands around conference
- Exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Official sponsor of refreshment break during the day of conference OR Powered by PechaKucha OR award such as Best Paper, People's Choice etc.
- Complimentary entry for two

**BRONZE - \$2,500 – restricted numbers, on application**

- Named sponsorship on key promotional material
- Logo on RANZ conference publications and websites
- Logo on AV Stands around conference
- Verbal acknowledgement during conference
- Complimentary entry for one

*Note: exhibition space can be negotiated at an additional fee*





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## FURTHER SPONSORSHIP OPPORTUNITIES

We are open to hearing creative sponsorship and ideas for leveraging the conference to make it the best event we can for all sponsors and delegates. Share with us your thoughts and we will work with you to assess which is the best sponsorship package for you, ensuring you can maximise your opportunities at this special event. For example:

- This year we are introducing a new segment of conference called **Rising Stars**. This segment will be approx. 1.5 hours split into two 45-minute sections. It will give young insight professionals the chance to spotlight their talent, so we get to see and hear from the next generation of amazing researchers, their thoughts and opinions. This is being led by RANZ Social. We would love a sponsor to support these young researchers.
- **LIVE STREAMING OF CONFERENCE** – a great way to support those who couldn't make it to the conference in person, and have your brand forever associated with conference in an on-demand setting. Note - this would only go ahead with sponsorship.
- Provision of **post conference survey** for feedback on the conference
- Provision of in the moment **mobile voting for Powered by PechaKucha**.

## FURTHER INFORMATION OR QUESTIONS

If you have any questions, require more information or want to secure your position please contact our conference organiser:

Galina Mitchelhill

E: [galina.mitchelhill@gmail.com](mailto:galina.mitchelhill@gmail.com)

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