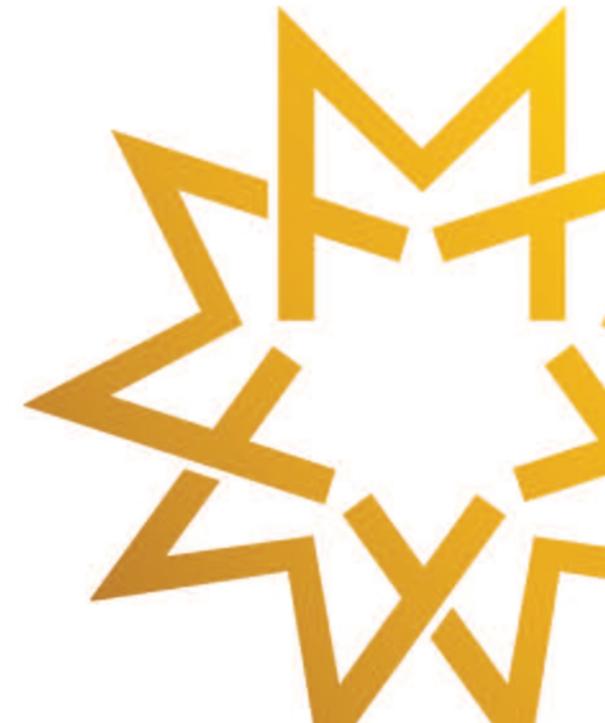




Managing Partners' Forum Awards 2020

Sponsorship opportunities

Knowledge partners:



Celebrating management excellence

The Managing Partners' Forum brings together leaders of professional firms to share ideas on management excellence, while providing an independent voice and direct access to policymakers. Our purpose is simple – to support the growth, productivity and prosperity of professional services. We are grateful for the support of our fantastic knowledge partners – *Harvard Business Review* and the *Financial Times*.

Now in its 18th year, our annual Awards have uniquely provided independent evidence of management's contribution under three Themes:

- Make your business more productive
- Help your clients be more productive
- Enable your community to flourish

Sponsoring the Awards provides a unique opportunity for leading suppliers to capitalise on our hard-earned reputation, and gain exposure to a high profile, influential audience. The ceremony takes place in London on Tuesday 3 March 2020, with over 400 leaders celebrating peer success in a relaxed atmosphere.

Contact:

**Richard Chaplin, Founder & Chief Executive
Managing Partners' Forum**

+44 (0) 20 7786 9786

richard.chaplin@pmint.co.uk

www.mpfglobal.com



Sponsorship opportunities

Headline: £12,500 Standard: £7,500

Application and Shortlisting (to early January 2020)

- Your name and logo alongside *Harvard Business Review*, *Financial Times* and other sponsors in all publicity material and on the Awards website
- Opportunity to promote your involvement by encouraging clients and targets to apply for an Award
- Opportunity to engage with shortlisted firms (at their discretion)

Ceremony (3 March)

- Your representative announces winner and presents trophy on the stage with your logo on screen
- Full page A5 colour advert (portrait) in the Awards programme
- Your logo on screen at the start and end of the ceremony when sponsors are thanked by the Chairman
- Full table of 10 places for your people and guests. We can usually find interesting people to fill gaps.

Follow-up

- Your name and logo permanently linked to the category shortlist on the 2020 page of the Awards website
- Opportunity to engage with the winner (at their discretion)



How are sponsors allocated to Award categories?

- Sponsors initially select a Theme.
- Firms submit entries for one or more Themes, guided by indicative categories (see below).
- Each shortlisted entry is allocated to a suitable category.
- Once categories are known, sponsors select their preferred category.

Theme 1: Make your business more productive

A key challenge for management is how best to foster productive, healthy and sustainable working practices, and to develop and adopt innovations in management practices. In addition, numerous studies confirm that when a working environment is pleasant, productivity and employee engagement increase, and vice versa.

Indicative categories: Access to knowledge; Advice from experts; Board engagement; Brand performance; Corporate culture; Culture tracking systems; Developing skills; Employer brand; Energy & attitudes; Financial acumen; Inclusive innovation; Judgement & leadership; Leadership development; Learning & development; Mould breaking firm; New or improved management practices; Strategic leadership; Strategy implementation; Thought leadership; Use of new technologies; Well-managed firm; Working environment

Theme 2: Help your clients be more productive

Professionals tend to describe themselves by their expertise (law, accountancy, architecture, etc) rather than by their contribution to their clients. This Theme addresses the common purpose of every professional firm, namely helping clients convert their insights into action. This may involve collaboration between firms, clients and external specialists such as financial institutions.

Indicative categories: Business process advice; Collaboration with external specialists; Employee engagement advice; Innovative client service; Knowledge-sharing; Management practices advice; Strategy advice; Technology advice; Training advice

Theme 3: Enable your community to flourish

Community engagement has emerged as an excellent way for firms to develop their people in terms of both individual skills and teamwork, and to enhance the firm's employer brand for new recruits, as well as to boost the engagement of current employees, while improving the community of which they are also a part.

Indicative categories: Diversity and Inclusion; Environmental awareness; NED contribution to charities/education; Philanthropic engagement; Pro-bono activities; Service delivery in a non-work environment; Social mobility



Don't take it from us...

"It was an absolute pleasure working with the Managing Partners' Forum. Their efficiency and enthusiasm in organising the awards was impressive and I was grateful for the care and consideration they showed us in the run up to the big event."

Anna Hoffman, Marketing Manager, RBS

