

md  
hub

For business excellence

In association with:



University of Brighton

 Santander

# BRAVE NEW WORLD

A conference for brilliant  
business thinking  
in partnership with the  
University of Brighton

**In an automated  
world do YOU  
become the  
killer app?**

**THURSDAY 18TH  
OCTOBER 2018**

10.00 to 15.00  
at The American Express  
Community Stadium, Brighton

**Breakfast exclusively for  
mdhub members at 8.00am**

**Keynote Speaker:  
Diana Garnham, CEO of  
The Science Council for 10 years**

**Interactive workshops, learning and peer networking  
Chaired by the broadcaster and writer, Simon Fanshawe OBE**

Tickets and further information: <https://mdhubbravenewworld.eventbrite.co.uk>

[www.mdhub.co.uk](http://www.mdhub.co.uk)

## A sponsorship opportunity

# BRAVE NEW WORLD

## A conference for brilliant business thinking in association with the University of Brighton and Santander Bank

**When: Thursday 18<sup>th</sup> October 2018**

**Where: The AMEX Community Stadium, Brighton**

**08:00am: Exclusive MDHUB members' breakfast**

**10:30am: We look forward to welcoming other delegates from the business community and the University of Brighton for a day of learning and peer networking**

**03:00pm: Close**

This annual inspirational event will attract over 120 senior business leaders and academics from Sussex and beyond. Attendees come from businesses across multiple sectors including digital media, construction, IT services and professional and environmental services. This year, we are delighted to be working in association with the University of Brighton and Santander Universities, who are supporting the event, to enhance links between students and the business community by offering places to undergraduates to attend the conference.

### **Our theme for 2018 examines the future of people in an increasingly automated world.**

- What effect will the emerging technologies of automation have on people?
- How can we use these technologies to our advantage for business growth?
- What are the opportunities for businesses and individuals who embrace technology but with a strong focus on the continuing importance of people?
- Technology is changing the way we live and work but that doesn't mean that humans will become redundant – maybe they will become the differentiator, the new killer app, so to speak.

The speakers, content and format of this prestigious event enable senior business leaders to take away new ideas and perspectives to equip their businesses and their most precious commodity – their employees – to develop and grow in a rapidly changing world.

Our line-up of speakers includes Diana Garnham who served as CEO of the Science Council for 10 years and has been involved in many science and technology policy and media campaigns. The renowned broadcaster and writer, Simon Fanshawe OBE, who has a great track record in achieving change in organisations, will chair the event and share his wide knowledge on equalities, leadership and social trends. Other experts will share their perspectives through presentations, interactive workshops and panel discussions creating opportunities for learning throughout the event.

# Sponsorship packages

## A fantastic opportunity for your business

The Original Leaders event represents an exciting and cost-effective sponsorship opportunity. You'll market your business and brand directly to over 120 senior business leaders and key decision makers at the event and feature in digital and email communications about the event which will be sent directly to **over 8,000** contacts in Sussex and beyond through the combined network of MDHUB, the University of Brighton and Santander.

### **PACKAGE 1: ITALK LOUNGE £3000.00 exc. VAT (One package available)**

- 'Supported by' with your logo on all event communications
- 'Own' TV displays in iTalk lounge
- Pop up stands in AMEX reception area and iTalk Lounge
- Collateral and/or give-away in conference delegate pack
- 1 x Presentation slot (approx. 5 minutes)
- 3 x complimentary guest tickets to the event

### **PACKAGE 2: HENDY OR MANSELL MCTAGGART CONFERENCE ROOMS**

#### **£1250.00 exc. VAT (Two packages available)**

- 'Supported by' with your logo on all event communications
- 'Own' either Hendy or Mansell McTaggart Lounges
- Pop up stands in either Hendy or Mansell McTaggart Lounges
- Collateral and/or give-away in conference delegate pack
- 2 x complimentary guest tickets to the event

### **PACKAGE 3: £350.00 exc. VAT (Three packages available)**

- 'Supported by' with your logo on all event communications
- Collateral in conference delegate pack
- 1 x complimentary guest ticket to the event

### **LUNCH: £500.00 exc. VAT (One package available)**

- 'Supported by' with your logo on all event communications
- Pop up stand with lunch tables in iTalk Lounge
- Collateral in conference delegate pack
- 1 x complimentary guest ticket to the event
- Opportunity to include a free promotional gift (e.g. re-usable water bottle/coffee cup, keyring, pen etc., overprinted with your logo) in the lunch bag for delegates to take-away. To be supplied by sponsor.

### **MEMBERS' BREAKFAST: £1000.00 exc. VAT (One package available)**

- 'Own' Chandlers BMW Mini Lounge
- Pop up stands in BMW Mini Lounge
- Presentation slot (approx. 5 minutes)
- Collateral in conference delegate pack
- 1 x complimentary guest ticket to the event

**To find out more or to secure a sponsorship package, please contact:**

Ruth Maddison at [ruth.maddison@mdhub.co.uk](mailto:ruth.maddison@mdhub.co.uk) or Tel: 01825 891094.