

marcomms ³⁶⁰
POWERED BY **campaign** Middle East

PREDICTIONS
2023

MEDIA INFORMATION PACK



THE EVENT

Attend Predictions2023 to discuss the future of media, marketing, industry best practice, technology and more. Discover, network, debate and leave better prepared for all the change this industry is facing.

Our agenda for this year's Marcomms360 - Predictions 2023 is crafted to bring inspiration, vision and clarity on what the next 12 months holds in store for the industry.

The sessions are concise, the speakers are industry leaders who have done the hard work of cutting out inessential ideas and bringing in only the facts that matter. Every word of a Marcomms360 speaker will focus on what to expect in 2023.

Date: December 2022



THE FORMAT

Campaign brings together the leading minds in regional media, marketing and communications for a power-packed session on the future of the industry.

10
SPEAKERS

20
MINUTES
EACH

1
POWER-PACKED
EVENT

Our agenda for this year's Marcomms360 – Predictions 2023 is to make great ideas accessible and spark conversation.

Campaign's Marcomms360 conference is an intensive – but interesting and entertaining – half-day event dedicated to the media, marketing and communications industry. Now in its fifth year, it will help professionals anticipate and navigate the year ahead. As well as providing excellent networking opportunities, the schedule will feature regional insights and keynotes from leaders within the industry and related fields.

THE SESSIONS

Each session is partner-supported, and we are constantly looking for the best way to position our partners to give them good ROI while providing lasting value to our attendees.

Which format works best for you?

PREDICTIONS AND ANSWERS

A 15-minute presentation followed by 5 minutes of Q&A. This is the formula we used last year for all presentations, and we found it gave attendees an intense injection of insights without any side tracks or waffle. Marketers were still quoting our presenters well into the next year.

THE PANEL

A tried and tested favourite of Campaign's Breakfast Briefings and webinars alike. Working with our partner, Campaign picks a balanced handful of speakers and a moderator to lead the conversation on a particular topic, which the panel examines from all angles. As well as putting the sponsor in direct contact with other sector and industry leaders, this allows them to emphasise their leading role in the wider marketing ecosystem.

THE CONVERSATION

An agency/supplier and a marketing manager from the client side (either an existing client, or Campaign can help match-make complementary clients and agencies who have not yet worked together) sit together and discuss the challenges and opportunities facing a specific sector, and where they think those will take that industry in the next 12 months. As well as offering the audience the chance to see two sides of the sector story and two perspectives on the same problem, this also allows clients and agencies to develop and showcase their chemistry together in a non-sales, non-pitch setting. Ideal for building relationships and developing market insights while enhancing thought leadership creds at the same time.

THE INTERVIEW

A company spokesperson or industry expert is interviewed in front of the audience by a professional journalist. It is part-pre-planned, part-spontaneous, and will help draw out deeper insights. It has the added integrity of being conducted by a third party.

THE MODERATED CONVERSATION

As above, but with a journalist or disinterested third party steering the flow between more than one speaker. This can help add an extra level of objectivity and keep the conversation interesting and relevant to a wider audience.

THE QUIZ

Some call it learning, some call it audience participation, and some call it shameless bribery. Everyone calls it fun. A quiz ensures the audience is paying attention for the chance to have fun and win some prizes at the end of the event. A multiple-choice, rapid-fire format means everyone has a chance to win, but those who have been paying attention to your content are in with a better chance. Would you take notes on a 20-minute talk to win dinner for two? Would you download and read a white paper for the chance to win an iPad? We would, and so would a lot of our friends and contacts. So why not pitch in for a prize, throw in a branded question or two and give the industry's knowledge an end-of-year workout.

PARTNERSHIPS

PLATINUM PARTNER

The Platinum partner will have their brand logo featured across all marketing promotion activities on Campaign including web banners, mail shots, social media posts and videos before the event.

- 2 sessions – one panel and one keynote
- 1 x Double page sponsored article in The 2023 Predictions in Campaign's Jan 2023 edition
- 2 x Online sponsored articles on www.campaignme.com + article pinned for 24 hours as the main lead cover story
- Article would also be posted on Campaign's Facebook, Twitter, LinkedIn & Instagram platforms targeting over 30,000 followers with your social handle and these posts would be pinned to the top of our social page for 24hrs resulting in more views
- 1 x video of the session promoted on Campaign ME
- 2 x EDM shots to our database
- 4 x newsletter banners
- Opportunity to deliver the 20-minute introductory keynote speech to the entire delegation in addition to an activation space in the networking area along with a table at the conference.

INVESTMENT:
US\$ 30,000

GOLD PARTNER

The Gold partner will have their brand logo featured across all marketing promotion activities on Campaign including web banners, mail shots, social media posts and videos before the event.

- 1 x session sponsorship
- 1 x Full page sponsored article in The 2023 Predictions in Campaign's Jan 2023 edition
- 1 x Online sponsored article on www.campaignme.com + article pinned for 24 hours as the main lead cover story for added exposure
- Article would also be posted on Campaign's Facebook, Twitter, LinkedIn & Instagram platforms targeting over 30,000 followers with your social handle and these posts would be pinned to the top of our social page for 24hrs resulting in more views
- 1 x video of the session promoted on Campaign ME
- 1 x EDM shots to our database
- Opportunity for a 20-minute speaking slot in addition to an activation space in the networking area along with a table at the conference.

INVESTMENT:
US\$ 20,000

NETWORKING PARTNER

The Networking partner will have their brand logo featured across all marketing promotion activities on Campaign including web banners, mail shots, social media posts and videos before the event.

- 1 x Online sponsored article on www.campaignme.com + article pinned for 24 hours as the main lead cover story for added exposure
- Article would be posted on Campaign's Facebook, Twitter, LinkedIn & Instagram platforms targeting over 30,000 followers with your social handle and these posts would be pinned to the top of our social page for 24hrs resulting in more views
- 2 x EDM shots to our database
- Sponsorship of the networking area and an activation space in the networking area along with a table at the conference.

INVESTMENT:
US\$ 10,000

DELEGATE PARTNER

Have your logo printed alongside the Marcomms360 logo on the delegate bag/name tag handed to every attendee on arrival. Delegate partner will also have their logo included on all advertising and marketing collateral.

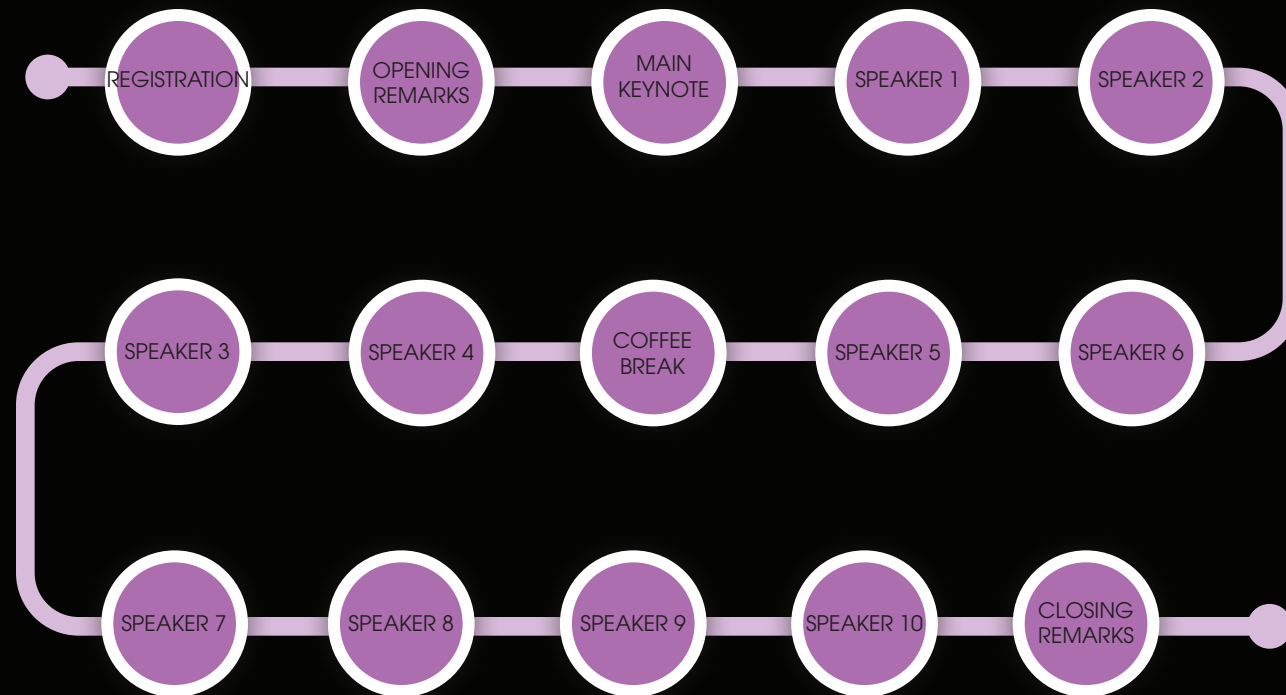
INVESTMENT:
US\$ 5,000

SPEAKER PARTNERSHIP

Deliver a presentation on a specific industry or speciality to set the agenda for 2023. Content to be decided in partnership with Campaign.

AGENDA

10 speakers, each with a 20 minute time slot to share their key predictions on what will impact business in the region. They will deliver facts, figures and how-tos.



Evening networking and awards

The Marcomms360 conference will be followed in the evening with an awards presentation and casual networking drinks and canapes to celebrate the top marketing managers and CMOs in the region. The top marketing heads in the region will be recognised at the event.

TOPICS

TOPICS FOR SPONSORSHIP INCLUDE

- MAIN KEYNOTE
- REGIONAL OVERVIEW
- PR
- COMMUNICATIONS
- INFLUENCER MARKETING
- VIDEO
- RADIO
- E-SPORTS
- ADTECH
- OUTDOOR
- EFFECTIVENESS
- PRODUCTION
- SOCIAL MEDIA
- MARKETING TECHNOLOGY
- MEDIA
- VOICE
- MEASUREMENT
- TELEVISION
- EFFECTIVENESS
- E-COMMERCE
- CREATIVITY
- PROGRAMMATIC
- EXPERIENTIAL

SEGMENT SPECIFIC

- RETAIL
- TELECOM
- BANKING
- TRAVEL & HOSPITALITY
- GOVERNMENT
- TECHNOLOGY
- FMCG
- EDUCATION
- REAL ESTATE
- AUTOMOTIVE
- GAMING

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PREDICTIONS 2023

To discuss additional or bespoke options including
Headline Sponsorship opportunities, please contact

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