The Agile Business Conference is a major, two-day annual event which provides a single forum for everyone interested in the application of agile, or moving towards an agile way of working. Hosted and organised by the Agile Business Consortium and Business Agility Institute, it is now in its 17th year, and is the world’s longest running agile conference.

**INNOVATION ALL IN ONE PLACE**
Bringing together the Business Agility community to share and develop knowledge.

**SERIOUS LOOK AT THE FUTURE OF WORK**
Focusing on the jobs of tomorrow, not today.

**GLOBAL VIEW**
Speakers and delegates from all over the world.

**AN INDUSTRY RESPONSIBILITY**
Ensuring both the risks and opportunities of agility are shared.
Welcome to the Agile Business Conference 2019: The Case for Business Agility

This year’s Conference marks 25 years of the Agile Business Consortium, a quarter century that has seen momentous change in society, economies, the environment and the technology that surrounds us. For our 17th annual conference, we are delighted to be co-hosting with the Business Agility Institute.

Rarely has the Case for Business Agility been so clear. From lean management to failing fast; from disciplined agile to agile procurement – every concept, every principle, every element of organisational performance is being drawn toward the mindset and behaviours that characterise Business Agility, and with good reason.

The environment in which we live and work is volatile, uncertain, complex and ambiguous. Business Agility is the knowledge, skills and attitude to be swift, nimble, responsive and predictive – and it is no longer an option if we want our organisations to thrive.

When we look around us, the case for Business Agility is already made. The Agile Business Conference 2019 will take us beyond the thinking and the talking, and closer to embedding Business Agility in our behaviours and our performance. We’ll be hearing from organisations who are currently implementing agility in their businesses, and learning of the challenges and successes they encounter along the way.


John Mark Williams
CEO
Agile Business Consortium
2019 will be jointly hosted and organised by the,

**Agile Business Consortium**
The Agile Business Consortium is the leading not-for-profit professional body for promoting and enabling business agility worldwide. We work with partners and alliances to promote Agile practices, and to develop, curate and share Agile resources with the wider world. The direct descendant of the DSDM Consortium, we encourage an agnostic and client-centred approach to the use of Agile methods and frameworks.

**Business Agility Institute**
At the Business Agility Institute, we believe the next generation of companies have arrived. They are agile, innovative and dynamic – perfectly designed to thrive in today’s unpredictable markets. Our mission is to advocate for, connect, educate, and inspire people within these organizations, encouraging them to create an environment of shared knowledge and trust that will usher organizations around the world into the future of business.
Real experiences, leading thinkers, interactive learning.

**KEYNOTES & CASE STUDIES // WORKSHOPS // NETWORKING // DEEP DIVES**

Exploring the biggest challenges facing many organisations today!

- Culture and Leadership
- People
- Agile Procurement and Finance
- Customer centricity
- Situational agility
- Agile Implementations
- Business Architecture
- Implementing Business Agility
etc. Venues
155 Bishopsgate, London

155 Bishopsgate is a large conference, event and exhibition venue located next to Liverpool St. Station in The City of London. 155 Bishopsgate is a state of the art London conference venue with all the latest AV and IT systems, including superfast WiFi and video conferencing.

THE HIGHLIGHTS

- Excellent mainline transport, just a five-minute walk from Liverpool Street tube station
- Great catering services - from the staff, to the food, to the service, including the four coffee points for all-day self service
- An integrated exhibition and networking area for a seamless transition between sessions and breaks
For the second year, we are hosting a startup zone. This is a specific area to showcase new and growing business that:

- Have been established and developed in an agile way
- Offer products or services that support business agility, or;
- Assist in creating a more agile generation of professionals

**BENEFITS FOR STARTUP EXHIBITORS**

- The chance to showcase your business to 300 conference delegates
- Networking opportunities with potential future investors and clients
- Ability to discuss your ideas with influential Agile figures

**BENEFITS FOR OTHER SPONSORS AND EXHIBITORS**

- Discover a small business that shares your views and could bring some fresh ideas to your organisation
- An insight into the future of the industry
- The opportunity to sponsor the startup zone collateral and space

**BENEFITS FOR CONFERENCE DELEGATES**

- See the latest ideas and developments from up-and-coming businesses
- Discover new businesses that could revolutionise the way you work
- Gain an insight into the future of the industry
## Sponsorship Packages Agile Business Conference 2019

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Start-up Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment (GBP)</td>
<td>On hold</td>
<td>£9k</td>
<td>£6k</td>
<td>£3,500</td>
<td>£1,500</td>
</tr>
<tr>
<td>Maximum no. of sponsors</td>
<td>1</td>
<td>4</td>
<td>10</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Complementary conference tickets</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-conference webinar - guest presenter</td>
<td>50 minutes</td>
<td>30 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo featured on media wall</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>To author one conference blog which will feature across our social media channels and be included within our conference newsletter</td>
<td>x2</td>
<td>x1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To feature in our „2 minutes with“ Blog on the Consortium website</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo featured on front of website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company profile and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company featured in email announcements</td>
<td>Logo (large)</td>
<td>Logo (small)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition during the conference</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition display space</td>
<td>5m x 3m</td>
<td>5m x 3m</td>
<td>2.5m x 2m</td>
<td>2m x 2m</td>
<td>1m x 1.5m</td>
</tr>
<tr>
<td>Prominent area to advertise on the jobs board</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Twitter and Facebook messages</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>One pre/post event campaign email send to attendees</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 minute presentation slot on day one (clearly labelled as sponsor talk) TBD</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to conference dinner</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stand Personnel</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
EXTRA OPPORTUNITIES*

Each of these sponsorship opportunities are exclusive and offered on a first come basis.

- Pre-event meetup sponsor £5,000
- Named lunch sponsor (Day 1) £3,000
- Named lunch sponsor (Day 2) £3,000
- Lean coffee sponsor £3,000
- Dinner/evening event sponsor £5,000

*All prices in GBP exclusive of VAT
The Agile Business Conference 2018 focused on ‘Creating Generation Agile’. Through the lenses of Strategy, People and Delivery, we explored what was being done and what more can be done in order to prepare our young people to be successful and effective in an uncertain world. All three are needed to create new and holistic ways of working: equipping the next generation for the business environments of the future.

- **13%** - Senior Transformation & Change
- **22%** - Coaches & Consultants
- **32%** - C-Suite
- **14%** - IT & Software Development
- **5%** - Sales & Marketing
- **13%** - Senior Management
For more information, contact Daniel Snape, Convenzis Group
• daniel.snape@convenzis.co.uk
• (+44)161 820 0631