

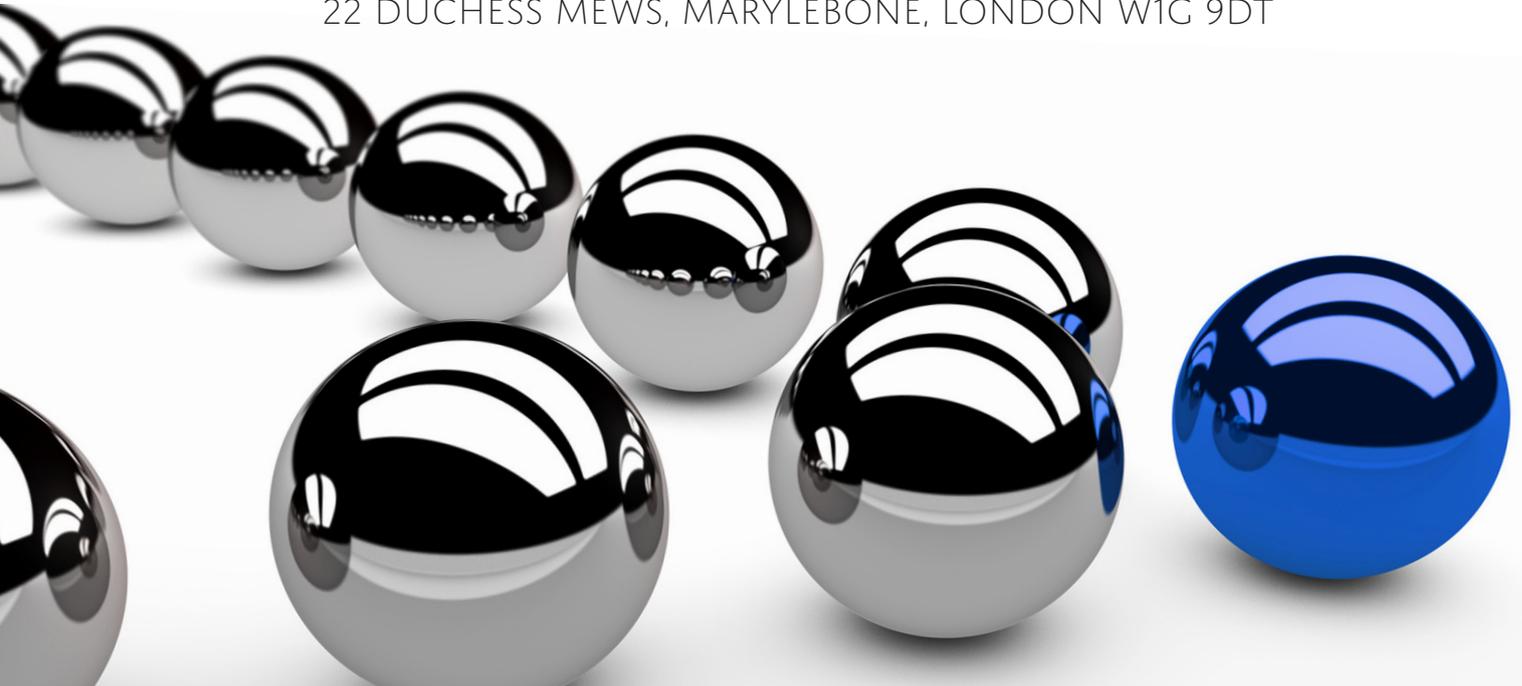
# CHANNEL LEADERS

ORGANISED BY COMMS BUSINESS & THE CAVELL GROUP

**CONFERENCE 2018**

**TUESDAY 24<sup>TH</sup> APRIL**

THE CAVENDISH CONFERENCE CENTRE.  
22 DUCHESS MEWS, MARYLEBONE, LONDON W1G 9DT



# INTRODUCTION

After a very successful inaugural event in 2017, the Channel Leaders Conference is back for 2018. Channel Leaders is a 'thought leadership' event that has been developed as a high level forum to bring together the Directors and senior management teams of the UK's leading ICT Reseller businesses.

The one day conference will focus on how channels can remain relevant to their customers both in the short term and in the future.



**Q.** WHY IS IT SO IMPORTANT FOR CHANNEL LEADERS TO TAKE A DAY OUT OF THEIR BUSY SCHEDULE TO ATTEND THIS EVENT?

**A.** BECAUSE WE ARE UNDERGOING SOME OF THE MOST FUNDAMENTAL CHANGES TO THE ICT INDUSTRY THAT ANYONE WORKING WITHIN IT HAS EVER SEEN

This conference combines practical information with forward thinking strategic advice and discussion, brought together by Comms Business Magazine, the leading monthly Channel magazine in the UK, and the Cavell Group, one of the most respected consultancy & research organisations in this sector. This partnership will ensure attendees enjoy and benefit from an unmissable day. The content for the conference will be a combination of expert analysis and thought-provoking views from respected analysts and commentators, delivered as key note and panel sessions with input from some of the UK's Channel leaders themselves.

Vendor Selection: Which  
Back in the Future?

Matthew Townend Director The Cavell Group

as Company, Richard ...h CEO – Ga  
Portfolio Development BT  
EMEA Shoretel



“

Following a great success in its first year, Channel Leaders is now more relevant than ever with the dramatic changes in the vendor environment. With new opportunities to offer new services to customers, Channel Leaders offers a forum to discuss and inform key decisions for all channel organisations.

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**MATT TOWNEND,  
DIRECTOR,  
CAVELL GROUP**

## AGENDA

- Cavell Keynote: Surviving and succeeding in a maturing market
- What is SD WAN and will it enable you to offer new services?
- Impact of recent platform consolidation on the channel
- Beyond Voice - Where are my future revenues coming from?
- Is it time for the channel to embrace digital marketing?
- Do you need a vertical focus to be successful?
- Security, fraud and how this can impact you
- M&A - best practices

**100%**  
OF DELEGATES  
RATED THE  
'NETWORKING  
OPPORTUNITIES' AS  
'GOOD' OR 'VERY  
GOOD'

# SPONSORSHIP PACKAGES

If you would like the opportunity to showcase your brand to a select few of the Channel's Directors, Owners and Senior Management teams, then you need to call us now!

There will be a limited number of sponsorship opportunities to enable industry suppliers to be involved in the conference. By sponsoring the event, suppliers will be offered a number of free places as well as high-value marketing opportunities. Channel Leaders conference sponsors will have a unique opportunity to network with the senior management of the UK's leading ICT Reseller businesses. Our agenda allows plenty of time for sponsors and delegates to discuss business opportunities and build relationships. Sponsorship does not guarantee a speaking slot but we will consider including sponsors on the panel sessions.

100%  
OF SPONSORS  
RATED THE 'VALUE  
FOR MONEY'  
AS 'GOOD' OR  
'VERY GOOD'

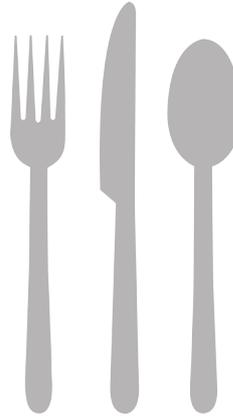
## GOLD PACKAGE: THREE OPPORTUNITIES. £5000+VAT. INCLUDES:

- 3 delegate passes to attend event
- Logo branding as Gold Sponsor on Cavell event website
- Logo branding as Gold Sponsor on Comms Business event web page
- MPU Comms Business event web page (pre event)
- Logo branding as Gold Sponsor on event pop up banners
- Logo branding as Gold Sponsor on pre- and post-event communication
- Logo branding as Gold Sponsor on Editorial in Comms Business Review
- 1 page advertisement in event brochure
- Verbal recognition as Gold Sponsor at event
- Exhibition table (x1)
- Opportunity to add 1 printed item to delegate packs

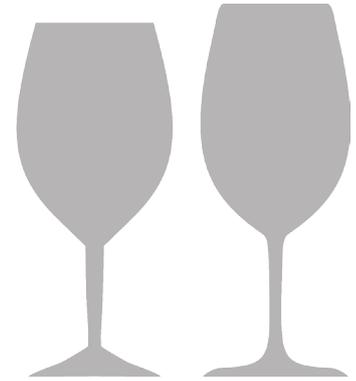


## **SILVER PACKAGE: THIRTEEN OPPORTUNITIES. £2500+VAT. INCLUDES:**

- 2 delegate passes to attend event
- Logo branding as Sponsor on Cavell event web page
- Logo branding as Sponsor on Comms Business event web page
- Tower/banner Comms Business event web page (pre event)
- Logo branding as Sponsor on pre- and post-event communication
- Logo branding as Sponsor on Editorial in Comms Business Review
- Exhibition table (x1)
- Opportunity to add 1 printed item to delegate packs



**LUNCH  
SPONSOR:  
1 OPPORTUNITY.  
£1000+VAT.**



**EVENING DRINKS  
SPONSOR:  
1 OPPORTUNITY.  
£1000+VAT.**

**FOR FURTHER INFORMATION OR TO RESERVE YOUR SPONSORSHIP  
OPPORTUNITY, PLEASE CONTACT OUR SALES TEAM ON (0)1322 221144  
OR EMAIL SALES@COMMSBUSINESS.CO.UK**

## **WHO WILL ATTEND?**

This event is strictly by invitation only and is aimed at Owners, Directors and Senior Management within ICT reseller businesses. Delegates will receive complementary invitations from either Cavell Group or Comms Business.



Hawley Mill, Hawley Road, Dartford, Kent, DA2 7TJ

Tel – (0)1322 221144 sales@commsbusiness.co.uk www.commsbusiness.co.uk



dominic.black@cavellgroup.com francisca.dinga@cavellgroup.com  
www.cavellgroup.com