

Media Leaders Summits 2021 (Virtual)

Sponsorship Brochure



World Association
of News Publishers



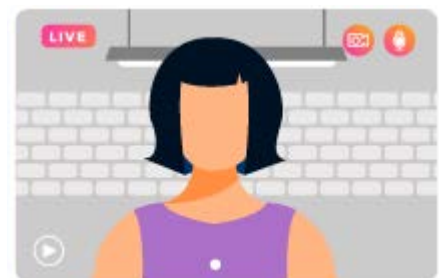
By becoming a sponsoring partner you will join WAN-IFRA's global network of decision makers, and become part of a collective discussion seeking solutions. As an industry tool provider you can have a direct impact in supporting the industry in its transformation journey.

WAN-IFRA's Media Leaders Summits address the biggest questions facing change-makers and top executives at news publishers around the world.

The news media industry is going through a seismic shift, trying to cope with disruptions to its traditional business models. The pandemic has exposed the vulnerabilities of relying primarily on advertising revenue, proving that those who pivoted to audience centric approach with unique and value added content, were rewarded with an increase in digital revenues.

The goal of the Media Leaders Summits is to provide insights, trends and best practices that allow decision makers to re-evaluate business strategies, return to stability and ultimately, achieve long-term sustainability for their news organisations.

Target Audience



CEO's, Publishers, Managing Directors, Editors-in-Chief, CMO's, Media Leaders, Chief Executives, Senior Managers, Chief Digital Officers, Revenue Managers, Researchers and more.



Events Worldwide



1. APAC

07-08 Apr • Virtual • 350 - 400 attendees

2. LATAM

10-13 May • Virtual • 350 - 400 attendees

3. MIDDLE EASTERN

19-20 May • Virtual • 250 - 300 attendees

4. FRANCOPHONE

25-27 May • Virtual • 150 - 200 attendees

5. INDIAN

28-30 Jun • Virtual • 350 - 400 attendees

6. SPANISH

tbc Dec • Madrid • 150 - 200 attendees

Sponsorship Opportunities

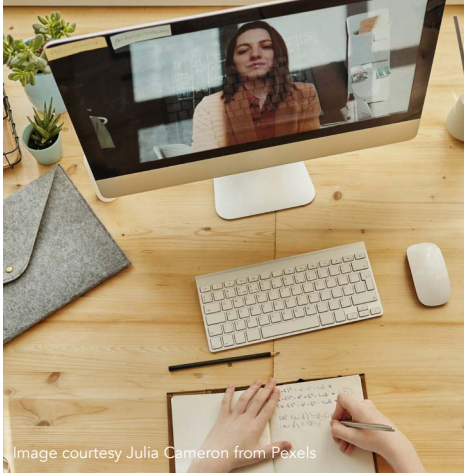


Image courtesy Julia Cameron from Pexels



Image courtesy Anna Shvets from Pexels

PLATINUM

Be recognised as the Platinum Sponsor on all marketing and communications. This sponsorship is tailored to your needs. Combine your favorite sponsorship opportunities or let us know how you want to showcase your brand and we can customize the options for you.



ASK US!

GOLD

- Host your own 30 min session.
Submit a relevant, educational topic, provide your own expert speaker and work closely with our staff to get your session up and running. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.
- Connect with attendees on the Meeting Hub throughout the conference duration.
- Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).
- Be featured on the "Meet the Sponsors" mailing where we introduce you alongside other sponsors to the attendees.
- Corporate profile featured on the Event Website.
- Be featured at the Virtual Exhibition where attendees can view and download your company materials (Videos and PDFs) throughout the conference duration.
- One demo session (of up to 10 minutes) as part of the main program. Limited to the first 10 confirmed sponsors.
- Be featured on the rotating banner on the top of the event feed.
- Company Logo featured on all marketing (website & mailings).
- Complimentary ten (10) event tickets to share with your staff and clients.

5,000 €*

Sponsorship Opportunities



Images from Freepik.com



SILVER

Your marketing video will be played at the beginning of the session - max 30 sec.

Logo acknowledgement as "Brought to you by" within the specific session featured on the event programme.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, title, company and email address (subject to their agreement upon registration).

Be featured on the "Meet the Sponsors" mailing where we introduce you alongside other sponsors to the attendees.

Corporate profile featured on the Event Website.

Be featured at the Virtual Exhibition where attendees can view and download your company materials (Videos and PDFs) throughout the conference duration.

One demo session (of up to 10 minutes) as part of the main program. Limited to the first 10 confirmed sponsors.

Be featured on the rotating banner on the top of the event feed.
Company Logo featured on all marketing (website & mailings).

Complimentary four (4) event tickets to share with your staff and clients.

3,000 €*

BRONZE

Corporate profile featured on the Event Website.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, title and company (subject to their agreement upon registration).

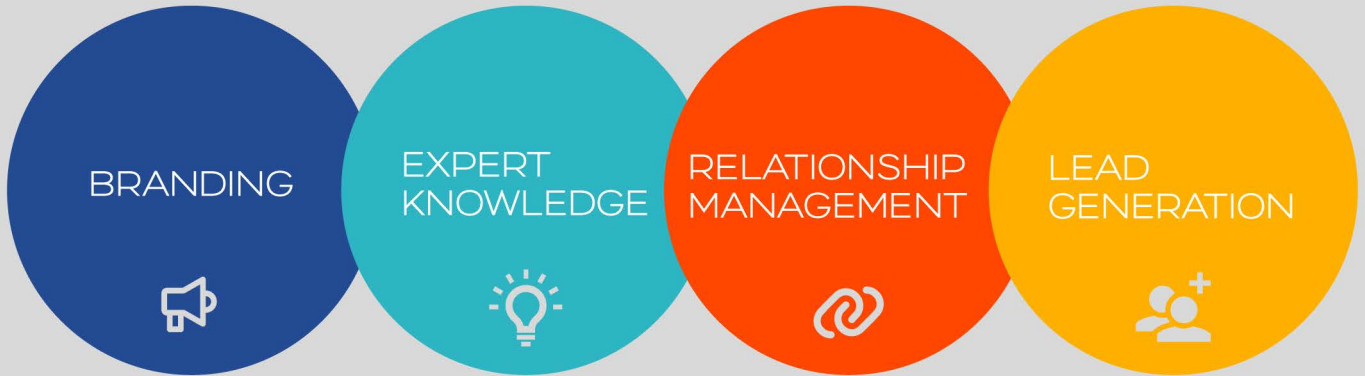
Be featured on the rotating banner on the top of the event feed.

Company Logo featured on all marketing (website & mailings).

Complimentary two (2) event tickets to share with your staff and clients.

1,500 €*

WAN-IFRA Connect Portfolio



BRANDING



Build your Brand

- 16 Global Conferences
- Webinars
- Online Advertising
- Trend Reports
- Newsletter Banners
- Marketing Emails
- Sponsored Content
- International Awards
- Ambassador Program
- Directory Listing

EXPERT KNOWLEDGE



Convey your Expertise

- Thought Leader Articles
- Event Speaking Opportunities
- Community Specific Webinars
- Trend Reports
- Customised Events
- Whitepaper Collaboration

RELATIONSHIP MANAGEMENT



Enhance your Relationships

- 16 Global Conferences
- Social Events
- Board Dinners
- Board Meetings

LEAD GENERATION



Generate Quality Leads

- 16 Global Conferences
- Webinars
- Exhibiting Opportunities
- Community Specific Webinars
- International Awards
- Targeted Emails
- Speed Meetings
- Customised Events

Products by Community

DIGITAL REVENUE NETWORK

CEOs

EDITORS

PRINT

Conferences

World News Media Congress
Digital Media
India, Africa, LATAM, Europe, Middle East, Asia

World News Media Congress
Media Leaders Summit
APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish

World News Media Congress
Newsroom Summit

World Printers Summit
Indian Printers Summit

Reports

The Tools & Trends in
Content Management Systems
Reader Revenue

World Media Trends Outlook

Trends in Newsrooms Series
The Newsroom Barometer
The Tools & Trends in
Content Management Systems

The Tools & Trends in
Content Management Systems
World Printers Forum Outlook

Newletters

Digital Business

Executive News Service
Leadership & Strategy

Executive News Service
World Editors Forum

Executive News Service
World Printers Forum

Webinars

Customized Topics

Customized Topics

Customized Topics

Customized Topics

Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory



Connect