# a meeting of MINDS

### BANK & BRAND DISTRIBUTION OF RETAIL FINANCIAL SERVICES

Thursday 8 October 2020 Virtual Event - Online Platform Zoom

## Participant List - Invitation only

Director level representatives from retail banking, building societies and brands who have strategic oversight of their companies' financial services and product and proposition offering.

Inclusive Sponsorship: More than a standalone event

Key Benefits	The details
Participant data	Quantitative and qualitative research identifying key issues
Positioning as a thought leader	Host and lead a virtual roundtable discussion
Market testing topics	Support and advice regarding roundtable topics
Networking at the highest level	Up to ten one-to-one meetings, with potential business partners, will take place within two weeks of the event
Knowledge	Big picture keynotes
Brand awareness	Extensive exposure during the event's six month timeframe
Post-event marketing	Outputs from roundtables
Video Interview	Recorded content
Strategic and market insight	Summary of The Findings that identify industry challenges
Online business tools	Access to event app
Inducement busting	Given the strategic nature of these events they comply with inducement rules

#### Expenditure

Full sponsorship packages start at  $- \pounds 6,800$  (+VAT) That includes a lead on a roundtable and production of video content

**Please note:** Early booking discounts, multiple event packages and strategic partnership options available – upon request.



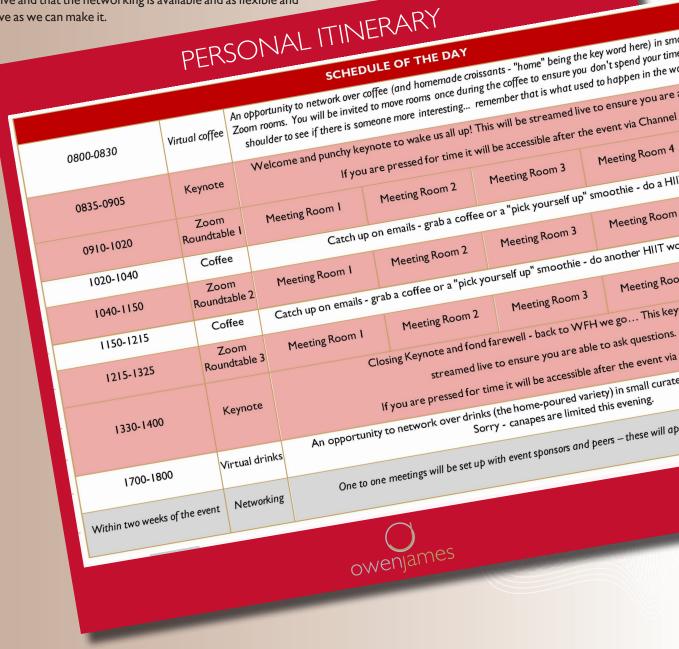
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### How will the event be structured?

The schedule below demonstrates the itinerary for a virtual event. The day has been condensed to ensure to ensure that the key element of interactive roundtables takes place within the morning; that the provocative keynotes are run live and that the networking is available and as flexible and conducive as we can make it.



### Who will be online?

Connect and network with around 70 peers. Previous participants have included representatives from the following companies:

Airbnb / Atom Bank / Facebook / Google / John Lewis / Manchester United Football Club / Moneysupermarket.com / Nationwide Building Society / Virgin / Yorkshire Building Society

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