

2016 DELIVERABILITY REPORT & 2017 BUSINESS OPPORTUNITIES

REPORTING FOR:

16th Annual European Shared Services & Outsourcing Week
24th - 26th May 2016
Dublin Convention Centre, Dublin, Ireland

OPPORTUNITIES FOR:

17th Annual European Shared Services & Outsourcing Week
10th Annual Eastern Europe Shared Services & Outsourcing Week
9th Annual Nordics Shared Services & Outsourcing Forum
Finance Transformation Summit & Corporate Finance Executive
Boardroom 2017



WELCOME!

After nearly a year of planning, the time has arrived as we gather here in Dublin at the **16th Annual European Shared Services & Outsourcing Week**.

You are now onsite with over 300 shared services, outsourcing, GBS and transformation professionals, over half are completely new to the event.

We have not only grown our practitioner audience year-on-year but have seen an increased response to our value proposition to deliver the strongest buy- sell side ratio this event has seen over the past 16 years.

Over 77% of attendees here this week are senior buy side practitioners.

Our audience is seeing a shift in the industry and have been very open about their challenges and ways they wish to engage with vendors to assist them in achieving business growth through new partnerships.

We are extremely excited about some of the new innovative inventory that many of you have added to your sponsorship packages.

The pre-populated Interactive Discussion Groups and Masterclasses, the pre-scheduled 1-1 meetings and private lunches, all based on key challenges our delegates are facing. There has been a huge shift in delegate driven activity to ensure the senior practitioners you engage with are doing so based on their business needs and challenges a 'self select methodology'.

All of this is underpinned by the extensive profiling of over 50% of the audience.

We have been very deliberate in fine slicing our sponsorship packages to ensure that no more than two vendors from your sector have the same sponsorship packages. This is ensure you stand out from the crowd and increase your ROI.

This document takes you through our onsite deliverability report – not just in terms of what we're doing at the event this week, but also more about the audience that we've gathered for you- and closed off with what we can do in 2017 to build upon this years success.

I'd like to thank you for your support in making this year's event a success and look forward to continuing a fruitful partnership into 2017 and beyond.

Best regards,

Steve Houghton
Sales Director
SSON Europe

ONSITE STAFF



Steve Houghton
Sales Director
SSON Europe



Sean McVeigh
Sponsorship Director
SSON Europe



Crispin Glover
Sponsorship Manager
SSON Europe



Katie McBride
Sponsorship Manager
SSON Europe



Sally Fletcher
Global Head of
Content & Events
SSON Europe



Veronica Araujo
Marketing Director
SSON Europe



Georgina Hunter
Operations Manager for
Large Scale Events &
Venue Sourcing
SSON Europe



Tobi Brennan
Digital Marketing
Manager
SSON



Barbara Hodge
Online Editor
SSON

Make sure to check out the peak traffic times & networking activities to make the most out of your experience. Please refer to the event App for detailed information.

TUESDAY, 24TH MAY

12:45

Main Conference
Registration and Exhibit Hall
Grand Opening

15:35

Networking Break

18:10

Awards Ceremony & Great
Gatsby Gala

WEDNESDAY, 25TH MAY

8:00

Registration and Networking
in the Exhibit Hall

10:50

Morning Coffee &
Networking

13:20

Networking Luncheon

15:50

Networking Break &
Afternoon Tea

18:40

Offsite Cocktails Reception

THURSDAY, 26TH MAY

8:15

Registration and Networking
in the Exhibit Hall

11:15

Morning Coffee &
Networking Break

13:55

Networking Lunch

14:30

End of Conference

“

...Another tremendous event! We have been long time vendors and suppliers to SSON and we partner with the organization globally. But what we found is the European event every year is one of the most productive conferences we attend in terms of not only being able to meet with prospective customers and partners, even existing clients but to really help keep our fingers on the pulse of a very dynamic and changing industry. And so for Lexmark, which is also a very dynamic company in and of itself, we find that there is no better place to interact with the people that are driving the most transformation, the biggest changes, the greatest value for a lot of companies like ours across the industry and around the world.

- Lexmark

”



2016 AUDIENCE OVERVIEW

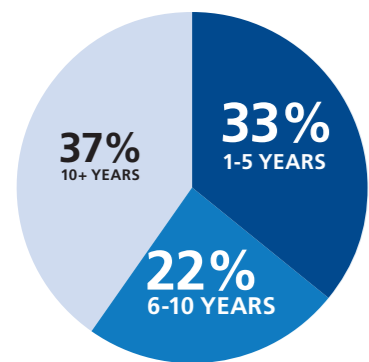


AUDIENCE PROFILE

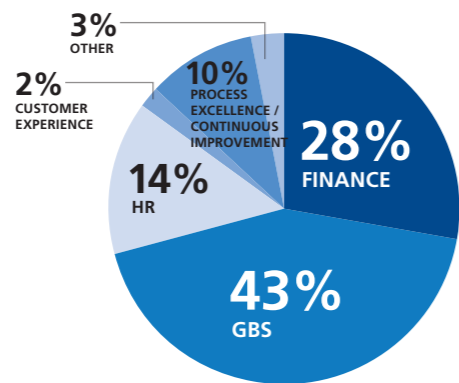
As of 29th April, 2016, we have confirmed:



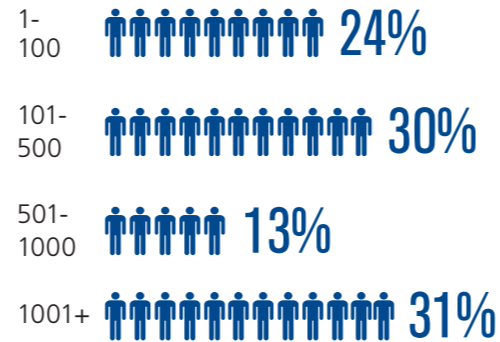
MATURITY OF SSCS



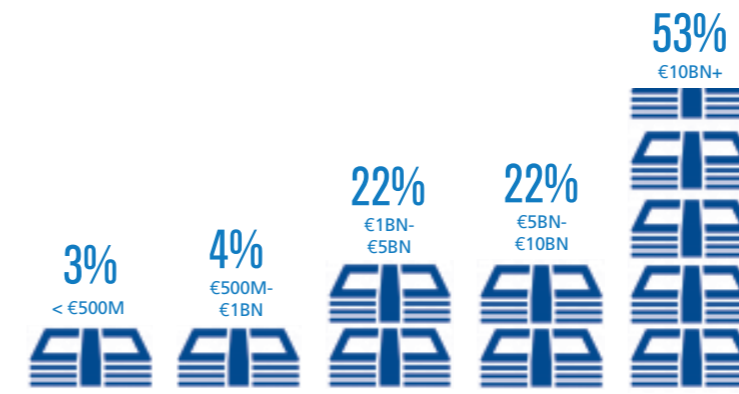
ATTENDEE BY FUNCTION



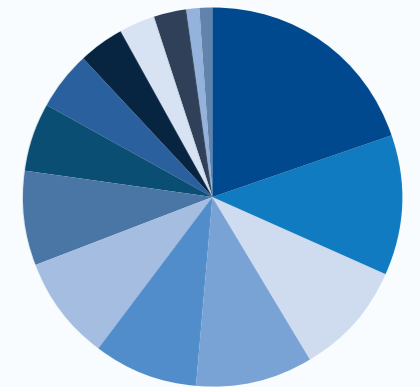
TOTAL HEADCOUNT (BASED ON # OF FTES)



AVERAGE REVENUE OF ORGANISATION IN USD:

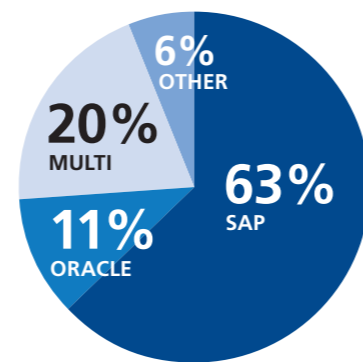


ATTENDEES BY INDUSTRY

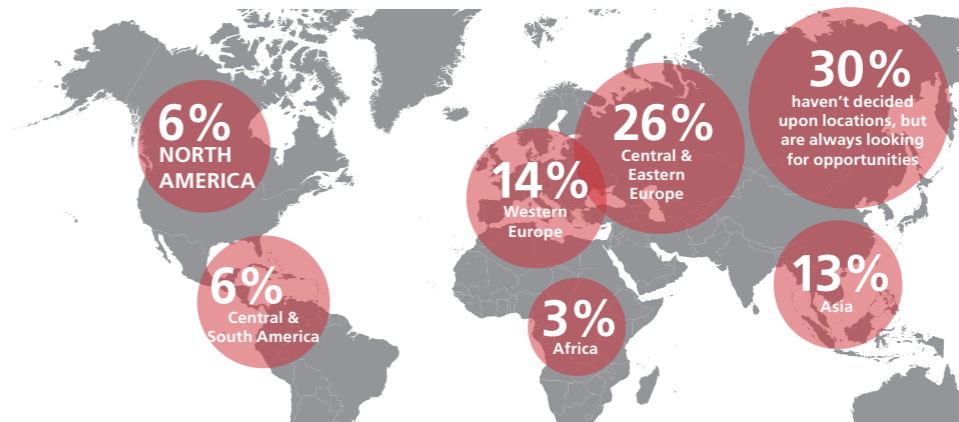


- 20% Manufacturing
- 12% Retail
- 10% Technology and Telecoms
- 10% Banking and Financial Services
- 9% Life sciences and healthcare
- 9% Energy and Utilities
- 8% Transport and Logistics
- 6% Infrastructure and Construction
- 5% FMCG
- 4% Public Sector
- 3% Media and Entertainment
- 3% Insurance
- 1% Metal and Mining
- 1% Other

CURRENT PLATFORM:

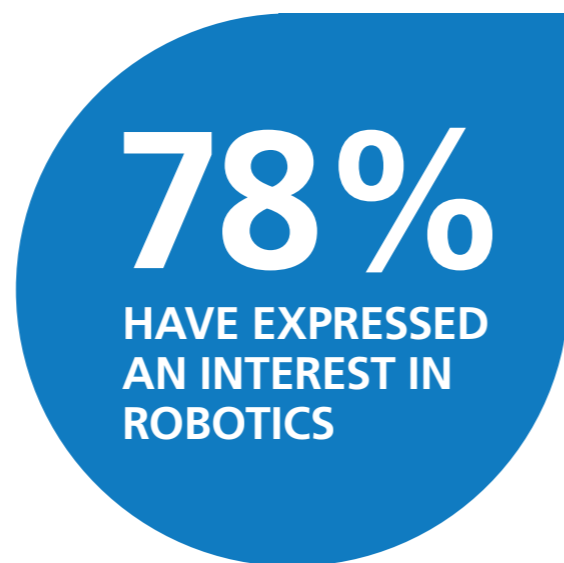
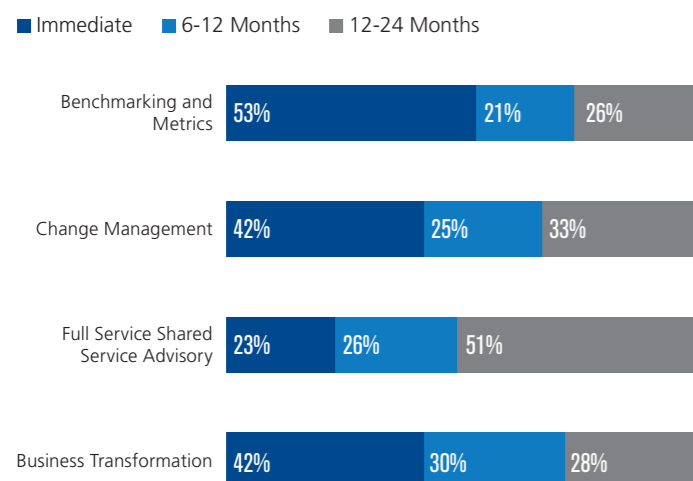


REGION OF INTEREST

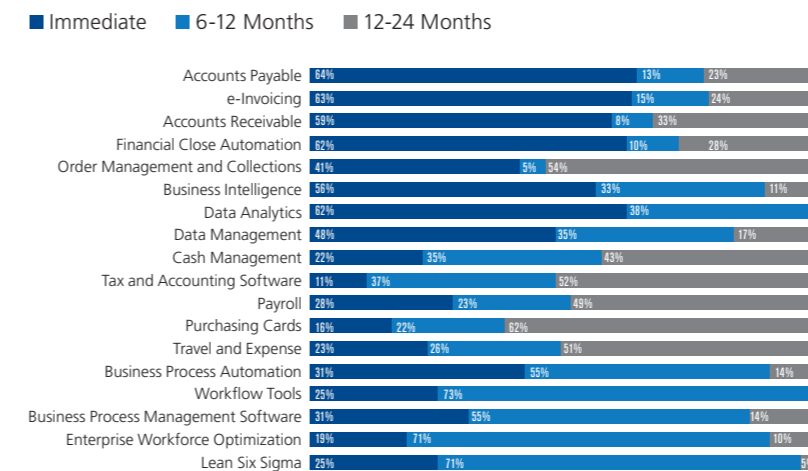


OUR ATTENDEES ARE LOOKING FOR SOLUTIONS – CAN YOU HELP?

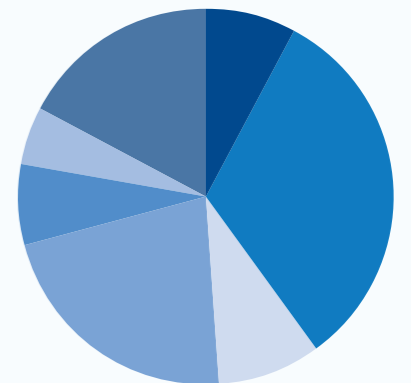
ADVISORY/CONSULTANCY



SOFTWARE TOOLS



ATTENDEES BY JOB TITLE























- 8% C-suite
- 32% Head of
- 9% VP
- 22% Director
- 7% GPO
- 5% Specialist
- 17% Manager

2016 ATTENDING ORGANISATIONS




McCormick & Company, Incorporated 
 Jones Lang LaSalle Group 
 Aryzta 
 Kelloggs 
 The Coca Cola Company 
 Zimmer Inc. 
 Johnson & Johnson 
 Stryker 
 International Paper 
 eBay 
 EMC 
 Unisys 
 Hewlett Packard (HP) 
 Lufthansa 
 Japan Tobacco Industry (JTI)
 Hanson
 SABMiller
 Lubrizol
 SBM Offshore
 Lloyds Register
 NBC Universal
 ACN
 Rand Water
 Coca Cola Hellenic
 Lafarge
 Festo AG & Co. KG
 GlaxoSmithKline
 Novartis
 Bayer
 Health Services Executive
 Solvay
 Synthos Group
 AMO Ireland
 NSG Group
 DSM
 Wolters Kulwer
 Sonae
 Siemens
 Vodafone
 Philips
 Hitachi Data Systems
 Deutsche Post DHL
 Network Rail
 Lloyd's Register
 The Western Union Company 
 Vertex
 Royal Bank of Scotland
 AIB Group
 Rabobank

General Commerzbank Group
 EDF 
 RWE Service 
 Amec 
 CGG Veritas 
 Vestas Wind Systems
 Schlumberger
 Mondelez International 
 Nestlé
 MetLife 
 MSD
 Abbott Laboratories 
 Gilead Sciences Ltd 
 PAREXEL International Corporation 
 Allergan Pharmaceuticals 
 Eli Lilly 
 Merck 
 Pfizer 
 F. Hoffmann-La Roche
 Avery Dennison 
 Pall Corporation 
 Rockwell Automation 
 Koninklijke Ahrend
 Toyota
 Jaguar Land Rover
 Arla Foods
 Ingersoll-Rand
 AkzoNobel
 ADM Europe
 British American Tobacco
 Cook Medical
 Diageo
 Dow Corning
 Rolls Royce
 Discovery Communications, Inc. 
 Reliance Steel & Aluminum 
 Department of Education and Skills
 Department of Public Expenditure & Reform
 Food and Agriculture Organization of the UN
 Tesco
 Hanesbrands Inc. 
 Levi Strauss & Co. 
 C&A
 United Biscuits
 LEGO
 Dixons

Oriflame
 Intel
 Pitney Bowes 
 ThermoFisher Scientific 
 Xerox 
 Yahoo 
 Microsoft 
 Apple 
 Cisco Systems 
 Nokia
 Royal Mail
 TNT Post
 A.P. Moller - Maersk
 CEVA Logistics
 Cargotec
 Post Office
 McDonald's 
 Smith & Nephew 
 Kerry Group 
 Societe Generale
 British American Tobacco
 Boots
 Shell
 BP
 Electricity Supply Board (ESB)
 Zurich Insurance
 Swiss Re BTS
 Ricoh Europe, plc
 Unilever
 Marks & Spencer
 Orange
 ANZ Global Services
 Al Tayer Group
 British Gas
 DSM Corporate Communications
 Danske Bank
 Lufthansa Cargo AG
 Multiforce Shared Services
 Performat
 RSA Group
 AON
 British Council
 Broekman Logistics
 Swarovski
 Eircom
 Fidelity Shared Services
 FreshFood Bruckhaus Deringer
 Heathrow Business Support Centre

Interserve
 Lindorff Business Services
 Loughborough University
 NBAD
 Primark
 RWE GBS
 Schibsted Norge, FTS
 Segro
 Tarmac
 Tata Motors
 UBS Inc and Co
 M-Finance UAB
 Amber Food grupe, UAB
 UPS
 Nordland Papier GmbH
 OSRAM
 DAA PLC
 Hays Poland
 Tosoh
 Avon
 HBS
 Basico
 Doosan
 SGL CARGO
 Nord Universitet
 Ignite
 LinkedIn
 Ginsters
 AC Nielsen
 Ansell Healthcare
 Bord da Mona
 Bridgestone
 Permanenet
 Svenska Cellulosa
 NHS
 Telegraaf Media Groep
 Dentsu Aegis
 XCEED
 RBS
 Delphi Italia
 Aveleda
 Invesco
 Hotelbeds
 Nn Group
 Alexander Dennis
 Baker Tilly
 The Co-Operative Group
 Boots
 University of Limerick

 = Fortune 500



16th Annual European SHARED SERVICES & OUTSOURCING WEEK

24TH - 26TH MAY, 2016
 DUBLIN CONVENTION CENTRE, DUBLIN, IRELAND

2016 European Shared Services & Outsourcing Week Exhibit Booth Draft Process

Dear Valued SSOW Sponsor,

It's almost show time which means it's also time to plan for the 2017 Shared Services & Outsourcing Week sponsorship and exhibition booth selection process. The 2017 selection process will commence on the morning of Tuesday, 24th May in the SSOW Europe Exhibition Hall.

The 16th Anniversary has come together extremely well with over 50% new practitioner accounts comprising 70%+ buy-side ratio. This year more than ever there have been a record interest for sponsorship/speaking and exhibiting opportunities. To stay true to our model and maintain the right ratio of sponsors to attendees, we've implemented this process.

3 Important Reasons to Participate in Space Draw

- 1 Participating in this process is your opportunity to maximise this year's investment and leverage the selection of next year's sponsorship elements and exhibition booth location before those who have not participated and currently sit on the wait list. Companies who did not participate in 2016 will be eligible to sign-up for the 2017 event beginning at 4pm on Thursday, 26th May. Several companies have already requested appointments beginning at this time; hence it's important that you select your 2016 position before these companies secure the locations, speaking sessions and other opportunities you want!
- 2 This is your opportunity to sign-up for 2017 at the lowest price possible. This will assist you in preserving your event budget.
- 3 Electing to opt-out of this selection process will result in the forfeiture of prioritisation. As the event grows, increasing your exposure year after year will be important to your company's position in the marketplace.

Don't risk future opportunities by missing the on-site sponsorship & exhibition booth selection process!

3 Easy Steps to the On-Site Space Selection Process

- 1 A company representative authorised to select sponsorship elements and exhibition booth locations and possesses authority to sign a contract with credit card hold should plan to arrive at the SSOW Future Events Room five minutes prior to the assigned time.
- 2 Select a booth location and sponsorship package with the SSOW representative onsite able to confirm your location.
- 3 Sign the contract, provide a credit card for hold purposes, and rest assured that your 2017 booth is selected and secured!

You've now earned an important spot in the space selection order - please be sure to attend during your allocated time. The Show Management team looks forward to seeing you at the summit and partnering with you in 2017 and beyond!

Please don't hesitate to reach out to us if you have any questions!



Steve Houghton
 Sales Director
 SSOW Europe
 steve.houghton@iqpc.co.uk • +44(0) 207 368 9300



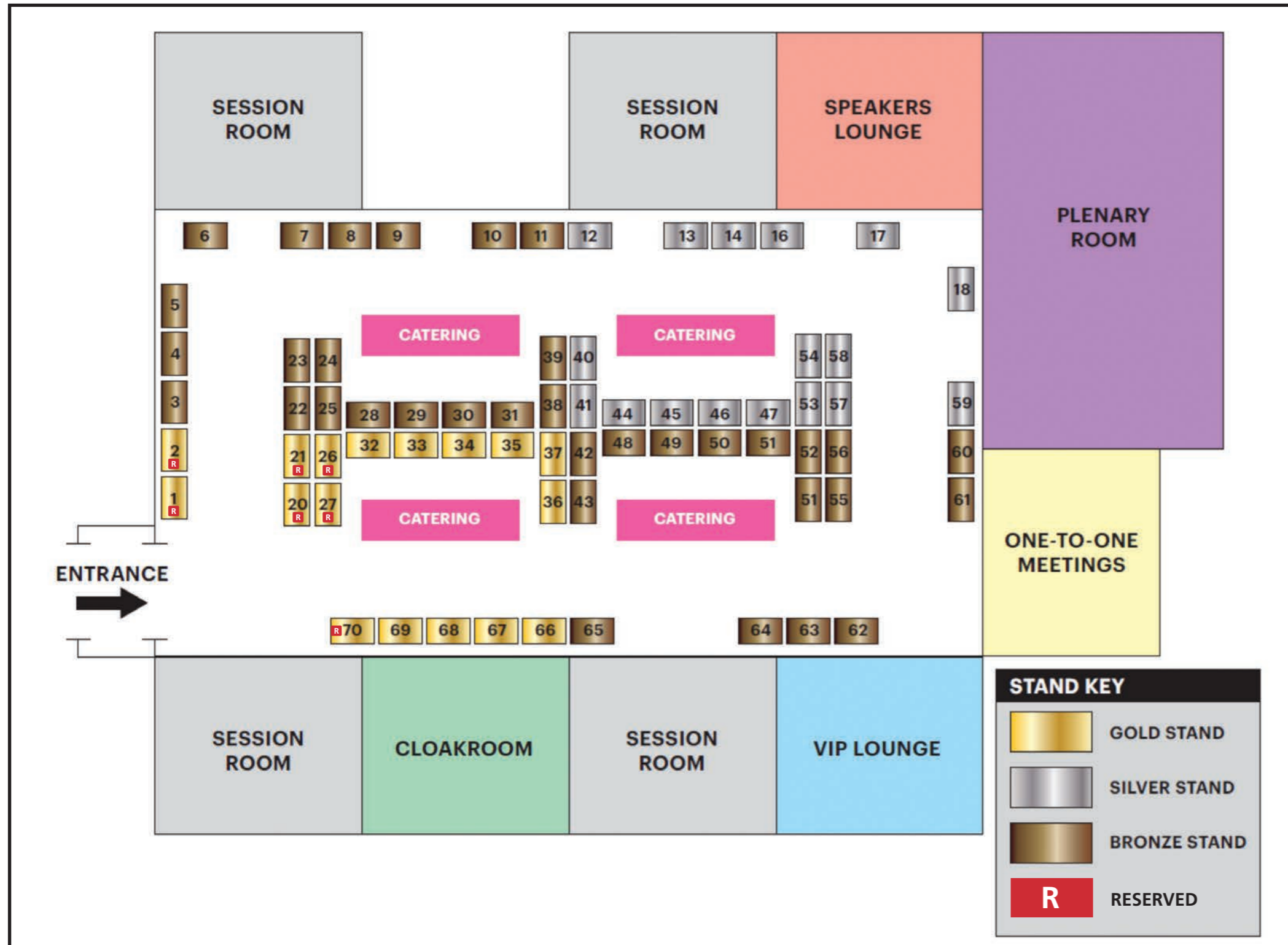


17th Annual European

SHARED SERVICES & OUTSOURCING WEEK

16TH - 18TH MAY 2017
MANCHESTER, UK

2017 SSOW FLOORPLAN



2017 PREMIUM SPONSORSHIP OPPORTUNITIES: YOU ASK, WE DELIVER!

MAXIMISE YOUR EXPOSURE & OPPORTUNITIES!



£135,000

LEAD SPONSOR PLATINUM

1 REMAINING

Thought Leadership:

- Plenary Client Led Testimonial Presentation (Topic exclusivity)
- Interactive Discussion Group
- Client led track presentation (Topic exclusivity)
- Workshop (Topic exclusivity)
- Plenary Panel chairperson
- Content upload to the event website
- Unique content creation and promotion

Branding:

- Listed as Platinum Sponsor on all conference materials
- Mobile App sponsor – with x3 polling questions & x3 push notifications
- Access to the Mobile App 72 hrs before other vendors
- Event home page pop up banner
- Branded Lanyard
- Enhanced profile on the event website and onsite App.
- Custom led loading page

- Logo throughout all onsite signage and on presentation break loop.
- Premium event marketing service – Including social media postings

Networking/Lead Generation:

- VIP Lunch or Dinner
- Headline sponsor of the evening reception
- 6x4m Exhibition booth
- 5 vendor delegate passes
- 5 client/prospect passes
- 15 pre qualified 1-1 20 minute business meetings
- Pre event delegate list 2 weeks out from the event with contact details
- Post event delegate list 1 weeks after the event with contact details
- Onsite lead gen scanner
- Receipt of executive profile report 2 weeks out from the event
- Prospect list service
- Pre event webinar to SSON Network.



£84,000

LEAD CATEGORY SPONSOR

2 REMAINING

Thought Leadership:

- Plenary Client Led Testimonial Presentation (Topic exclusivity)
- Interactive Discussion Group
- Track Panel chairperson
- Content upload to the event website
- Unique content creation and promotion

Branding:

- Listed as Gold lead Category Sponsor on all conference materials
- Mobile App x2 push notifications
- Access to the Mobile App 48 hrs before other vendors
- Lead Category profile on the event website and onsite App.
- Custom led loading page
- Logo throughout all onsite signage and on presentation break loop.
- Premium event marketing service.

Networking/Lead Generation:

- VIP Lunch or Dinner
- 6x4m Exhibition booth
- 4 vendor delegate passes
- 4 client/prospect passes
- 10 pre qualified 1-1 20 minute business meetings
- Pre event delegate list 1 week out from the event with contact details
- Post event delegate list 1 week after the event with contact details
- Onsite lead generation scanner
- Receipt of executive profile report 1 week out from the event
- Prospect list service



£53,000

SILVER SPONSOR

2 REMAINING

Thought Leadership:

- Client Led Track Testimonial Presentation (Topic exclusivity)
- Interactive Discussion Group
- Content upload to the event website
- Unique content creation and promotion

Branding:

- Listed as Silver Sponsor on all conference materials
- Mobile App x1 push notifications
- Access to the Mobile App 24 hrs before other vendors
- Silver Category profile on the event website and onsite App.
- Logo throughout all onsite signage and on presentation break loop.
- Pre event marketing service.

Networking/Lead Generation:

- 6x4m Exhibition booth
- 3 vendor delegate passes
- 3 client/prospect passes
- 5 pre qualified 1-1 20 minute business meetings
- Pre event delegate list 1 week out from the event with contact details
- Post event delegate list 1 week after the event with contact details
- Onsite lead generation scanner
- Receipt of executive profile report 1 week out from the event
- Prospect list service

More information on each exclusive package will be released in the official 2017 Shared Services & Outsourcing Week Sponsorship Prospectus expected to be released late August. Email steve.houghton@iqpc.co.uk or call +44 (0) 207 368 9300 to get on the list to receive the prospectus.

DRAFT TIMES/ALLOCATIONS

Wednesday, 25th May 2016



Group One: 11:30am - 12:40pm



Group Two: 14:10 - 15:10



Group Three: 16:30 - 17:30



Group Four: 17:40 - 18:00



Thursday, 26th May 2016

Group Five: 9:20am - 11:00am



Group Six: 11:40 - 13:40



UPCOMING EVENTS

Client Discount: Available onsite at SSOW only



17th Annual European **Shared Services & OUTSOURCING WEEK**

17th Annual European Shared Services & Outsourcing Week

May 16th-18th. 2017 · Manchester, UK

www.ssowweek.com

WE LOOK FORWARD
TO WELCOMING
YOU IN 2017!



EASTERN EUROPE SHARED SERVICES WEEK

10th Annual Eastern Europe Shared Services & Outsourcing Week

October 10th-13th. 2016 · Budapest, Hungary

www.easterneuropesharedservices.com



NORDIC SHARED SERVICES & OUTSOURCING FORUM 2016

9th Annual Nordics Shared Services & Outsourcing Forum

November 7th-9th 2016 · Stockholm, Sweden ·

www.nordicshaderservices.com



FINANCE TRANSFORMATION SUMMIT & CORPORATE FINANCE BOARDROOM 2017

**Finance Transformation Summit & Corporate Finance
Executive Boardroom 2017**

February 8th- 9th, 2017 · London, UK

www.financetransformationeurope.com