

2016 Supporter Packages



Recognising organisations
leading the way



Become a supporter of the UK's only People Management Superbrand

Investors in People is the standard for people management. Our standard defines what it takes to lead, support and manage people well for sustainable results. With a community of over 14,000 organisations across 75 countries worldwide, successful accreditation against the Investors in People Standard is the sign of great employer, an outperforming place to work and a clear commitment to success.

Our annual awards are the high point of the year for our clients. Investors in People has a high level of awareness among establishments, with around three-quarters (74 %) of UK businesses having heard of the standard (UKCES, Employer Perspectives Survey, 2014). Research indicates that awareness is substantially higher among large establishments with 100 employees or more (93% compared with 70% of those with fewer than five employees) and we have been independently awarded Superbrand status in recognition of the reach and profile in the UK B2B markets.

To find out more contact Megan Jeapes, Awards Producer
Tel: **+44 (0)207 227 7808** Email: **megan.jeapes@investorsinpeople.co.uk**
or visit **www.investorsinpeopleawards.com**

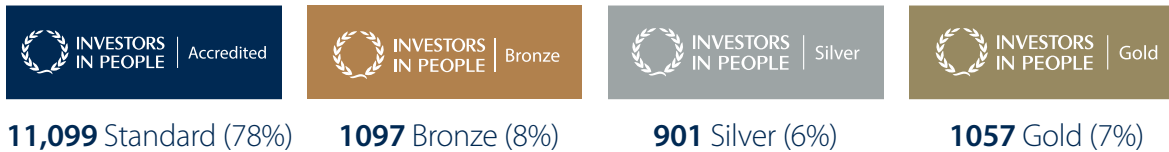
“We attend a number of awards ceremonies and I genuinely believe this one stands out against all of the others.”

Kate Jansen, Director of HR, Willmott Dixon Partnerships



Our client base

14,154 organisations in the UK are accredited through Investors in People. The UK Commission for Employment and Skills, as owners of the Investors in People trademark, operate through franchise partners in the UK and overseas to deliver the Investors in People accreditation.

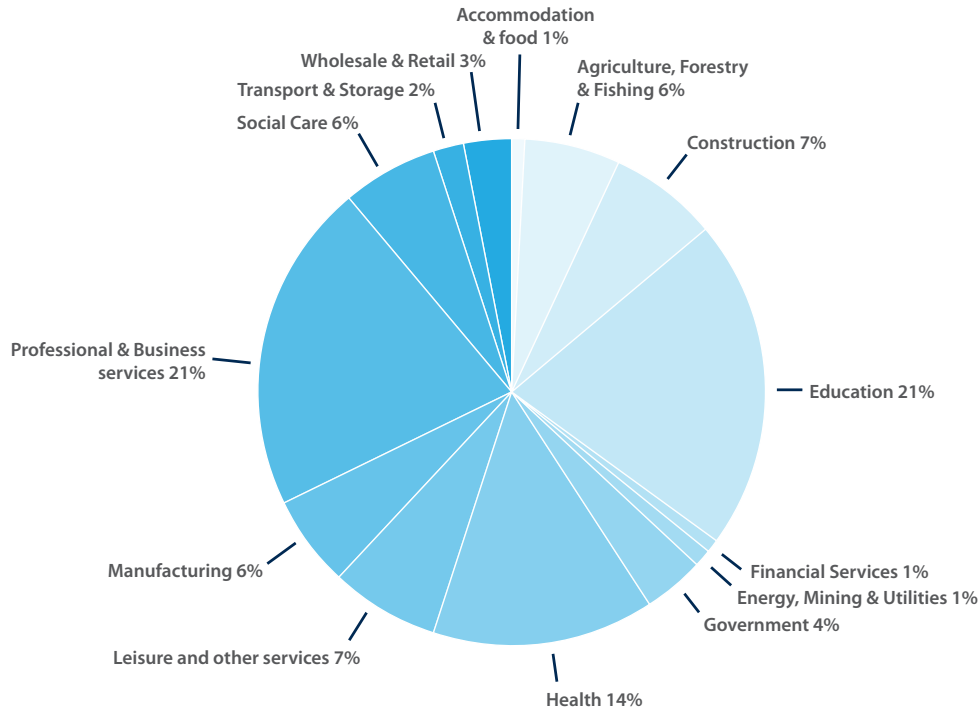


In a recent survey, organisations revealed that they look to Investors in People to improve:

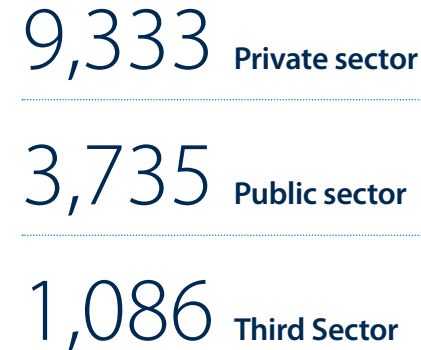
- 1 Their leadership skills (**90%**)
- 2 Their management skills (**82%**)
- 3 Their training practices (**81%**)
- 4 The ability of staff to do their jobs (**81%**)
- 5 Staff commitment to the organisation (**79%**)*

*Investors in People: Employer Survey Year 2 (2013)

Accreditations by industry



Accreditations by sector



In good company



VAUXHALL



Historic
Royal Palaces



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The Investors in People Awards

The Investors in People Awards is the perfect way to recognise the people and teams that make the difference every day. Drawing applications from across the Investors in People global community, in the 25th Year of Investors in People, the 2016 Awards programme promises to be the largest and most talked about in the industry. With new categories, a new venue and host, and updated criteria; will 2016 be your year?



2016 Categories

Platinum Employer of the year

Gold Employer of the year

(The most competitive category in 2015)

**Excellence in Leadership
and Management**

(The most competitive category in 2014)

Excellence in Social Responsibility

Excellence in Reward and Recognition

Excellence in the Third Sector

Best Newcomer

Leader of the year

**The People's Award for Manager
of the year**

Practitioner of the year

2016 Overall Award



Who attends the Investors in People Awards?

In 2015, **600** guests attended the awards, with **92 finalists** from across our international community.

- **80% senior HR professionals** and CEO/board level
- Mix of large **private and public sector**
- High levels of guest engagement particularly through the applications and awards stages (February – July).



Why become a supporter?

- **Associate your organisation** with one of the most well-known B2B UK Super brands.
- **Gain exposure** amongst a client base committed to investing in people, with high interest in training, and higher than average spend on HR and people initiatives.
- **Network and associate yourself with other leading organisations.** Past Awards supporters and winners include Crossrail, Historic Royal Palaces, Las Iguanas, CIPD, Amey, Vauxhall and Willmott Dixon Partnerships.
- **Gain access to a global network** of senior HR professionals and CEOs.
- **Receive associated media reach** with a circulation of over 2,799,000, with likely mentions in the Mirror Online and Daily Mirror.



Headline supporter package

This year we are offering a select few partner packages. Please note that all applications to become a supporter are subject to approval by the Investors in People board and preference will be given to Investors in People accredited organisations in the event of multiple applications for single packages.

Headline Awards supporter

£25,000 +VAT (£22,500 +VAT for accredited organisations)

- 1** Naming rights – The Investors in People Awards 2016 will become the Investors in People Awards in association with [your name] in all promotional materials, event branding and media relations
- 2** Naming rights for the main category – The Overall Winner award and presentation on the evening and short speaking slot
- 3** 2 x tables (20 tickets) worth £6,000
- 4** Receive the full list of award entries and attendees for lead generation
- 5** Your logo/URL on all electronic and print marketing before, during and after the event
- 6** Features in 6 months of email marketing, direct mail & PR
- 7** Logo feature on the invitation sent to all delegates prior to attending
- 8** Email to the Investors in People Awards database
- 9** Networking with min 600+ HR professionals and CEOs.
- 10** Name inclusion in all press releases
- 11** Prominent web presence on the Investors in People Awards website
- 12** Partnership announced to 12,000 Twitter followers
- 13** Main stage event branding on the Awards evening
- 14** 5 x invitations to the VIP networking drinks reception prior to the awards ceremony.



Category and Programme supporter packages

Category supporter

£7,000 +VAT (£6,200 +VAT for accredited organisations)

- 1 Half table at the Awards ceremony worth £1500
- 2 Web presence on the Investorsinpeople.com site.
- 3 Logo/URL on all electronic and print marketing before and after the event
- 4 Networking with over 600 senior HR professionals and CEOs.
- 5 A judging slot on the Awards panel
- 6 Presentation of an award on the night
- 7 A mention in the awards press release
- 8 Announced to 12,000 Twitter followers
- 9 Event branding at the Awards evening
- 10 2 x invitations to the VIP networking drinks reception prior to the awards ceremony.

Programme supporter

£1,100 +VAT (£825 +VAT for IIP accredited organisations)

- 1 Two tickets for the Awards ceremony worth £600
- 2 Full page advert or message of support in the official awards programme provided to all 650 guests
- 3 2 x invitations to the VIP networking drinks reception prior to the awards ceremony

Interested in finding out more?

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