



ABOUT THE CONFERENCES

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AGILE IN BANKING AND AGILE IN THE CITY ARE NEW, PRACTICAL, LOW-COST POP UP EVENTS CO-LOCATED PROVIDING SPECIFIC SESSIONS FOR THE BANKING COMMUNITY IN A WIDER AGILE PROGRAMME.

Participants will experience practical guidance on how to adopt an Agile mindset and use Agile approaches to achieve their outcomes. The event also provides the chance to increase your professional network.

OUR VENUE

AGILE IN BANKING AND AGILE IN THE CITY WILL TAKE PLACE AT **ETC.VENUES ST PAUL'S**, 200 ALDRSGATE, LONDON, UK. www.etcvenues.co.uk/venues/stpauls

Located near St. Paul's Cathedral and The Barbican, etc.venues St Paul's is a state of the art conference centre created within a landmark building in the heart of the City that provides ultra modern design and an executive, corporate ambience.

WHAT OUR PARTICIPANTS SAY

WE AIM TO PROVIDE VALUABLE EXPERIENCES FOR EVERYONE WHO PARTICIPATES IN ONE OF OUR EVENTS. **HERE'S WHAT PEOPLE SAY:**

"#agilemanc awesome presentations by @lunivore & BBC today. Great meeting some talented individuals! - feeling inspired :)"

Paul Holden
PARTICIPANT, AGILE MANCHESTER 2015

"Great to meet so many knowledgeable and interesting people at #uxcam over the past 3 days"

Jonathan Roberts
PARTICIPANT, UX CAMBRIDGE 2014

"What a pleasure to hang out with such warm, smart & funny people @acconf thx @MarkDalgarno & team, had a blast. & cheap Whisky too #agilecam"

Jenny Martin
PARTICIPANT, AGILE CAMBRIDGE 2014

"I spent amazing two days at #AgileManc Thanks organisers for inviting me to speak, that was great."

Konstantin Kudryashov
SPEAKER, AGILE MANCHESTER 2015

OUR PARTICIPANTS

WE ARE AIMING TO ATTRACT **80+** PROFESSIONALS.

The individuals and companies represented will be facing many challenges and looking for agile solutions to a wide range of structural and product/service delivery situations to make their teams and business divisions faster, leaner, more cost effective and able to both act and react smoothly.

WHO ARE SOFTWARE ACUMEN?

OUR AIM IS TO PROVIDE GREAT EVENTS RATHER THAN BIG EVENTS

Software Acumen is a small team of passionate professionals operating in Cambridge, UK. We pride ourselves on being user-focused, designing then refining all our events to ensure our participants want to come back every year. We run a range of events across the UK including: **Agile Cambridge**, **Agile Manchester**, **UX Scotland** and **Service Design in Government**.

OUR KEYNOTES

OUR PROGRAMME OF SPEAKERS WILL BE LED BY **MICHAEL HARTE** AND **LINDA RISING**.



MICHAEL HARTE

Michael joined Barclays as Chief Operations and Technology Officer on 14 July 2014, reports to the Group Chief Executive and is a member of the Group's Executive Committee.



LINDA RISING

Linda is an internationally- known speaker on the topics of agile development, the change process, patterns and retrospectives. She is the co-author of *"Fearless Change: Patterns for Introducing New Ideas"*.

	SOCIAL EVENING 2 AVAILABLE	BRONZE ∞ AVAILABLE	SILVER 2 AVAILABLE	GOLD LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY
PACKAGE PRICE (EXCL. VAT)	FROM £750	£450	£750	£950	£1450
EXHIBITION SPACE	Banner at Social Evening	-	2m x 1m space	2m x 1m space	2m x 1m space Banner at Social Evening
SPEAKING SLOT DURATION	2 minute welcome/ intro at Social Evening	-	-	30 minutes	60 minutes
TICKETS INCLUDED	-	-	2	2	4
DISCOUNT ON SUBSEQUENT TICKETS	-	-	20%	25%	30%
PERSONNEL TICKET (NO ACCESS TO SESSIONS)	-	-	-	1	2
PARTICIPANT LIST (INCLUDES EMAILS WHERE AVAILABLE)	✓	✓	✓	✓	✓
WEBSITE HOMEPAGE	• Logo & Link	• Logo & Link	• Logo & Link	• Logo & Link	• Logo & Link First Position
WEBSITE SPONSOR PAGE	• Logo & Link	• Logo & Link	• Logo & Link • 150 word bio	• Logo & Link • 200 word bio	• Logo & Link • 250 word bio • PDF Link
TWEET OUTS (MIN)	2	4	6	8	10
PARTICIPANT BOOKLET	• Logo on Sponsor Page	• Logo on Sponsor Page	• Logo on Sponsor Page	• Logo on Sponsor Page • Full Page Advert	• Logo on Sponsor Page • 2x Full Page Advert or 2 Page Spread
PARTICIPANT PACK INSERTS	1	1	1	1	2 (or e.g. t-shirts etc)
SOCIAL EVENT GIVEAWAYS (OPTIONAL)	✓	-	-	-	✓
OPENING & CLOSING REMARKS	• Logo on closing slide	• Logo on closing slide	• Logo on closing slide	• Logo on closing slide • Verbal thanks	• Logo on closing slide • Verbal thanks

ADD SOCIAL EVENING SPONSORSHIP to any package for £500. This will subsidise the refreshments available and you receive all the additional benefits of that package. If you have a bigger budget then we can do more to delight. See *Add Delight*.

Add Delight

Sponsors help us provide something extra. We welcome all opportunities to surprise, delight, and lift a participant above their expected experience at one of our events.

Cara would be very pleased to help create an agreement that works for you.

For example you could be thinking about offering:

- a constructive activity like a lego build,
- giveaways like pens, cups, t-shirts etc
- social activities like a photo booth, lego firewalk, graffiti-ing t-shirts, or a social photo wall with polaroid cameras.

We are always interested in adding something that will get people talking and make their experience truly memorable.

Noteworthy

We would like all potential sponsors to know that we will be finalising the programme by the end of October.

If you would like a package including a session we will need to confirm your session details by **31 October**.

Tickets

Ticket allocation includes speakers. Discount is applied to any additional tickets purchased.

A limited number of stand personnel tickets are available at £35/day. These do not allow access to the conferences but do include all refreshments and the social evening. Contact us for more information.

Lanyards/Bags

We have two available additions to any of the packages at no extra charge. If you would like to supply branded lanyards to hold the name badges, or branded bags for the participant packs, please express your interest when confirming your sponsorship. Each offer is on a first come, first served basis.

Next Steps

If you have any questions, are keen to book, would like to discuss the packages, or create something specific, please do get in touch:

cara@software-acumen.com
You can also contact our hotline **01223 900107** or tweet us **@AgileBanking @AgileInTheCity**

If the packages are too prescriptive, don't offer the right fit, or if you just have an idea you'd like to try out, please call:
Cara Hanman - 07789846153, cara@software-acumen.com