

BAM 2024 CONFERENCE



BAM2024 Conference Sponsorship Opportunities

2 & 4 – 6 September

*Achieving Transformation for Greater Good: societal,
organisational and personal barriers and enablers*

[BAM2024 hybrid Conference](#)

Theme

The question of how to elicit transformation has assumed a new urgency against a backdrop of intense global competition, the digitisation of work, hybrid working and the promise of the metaverse as well as skill challenges and wider political developments, such as war in Europe. Underlying these political, technological, economic and moral imperatives is growing awareness of ecological precarity given limited and diminishing natural resources. How do organisations, the people they employ and the environments to which they belong, flex, adjust and transform themselves to overcome the manifest challenges they face in these turbulent times?

Motivated by this question, the proposed theme for the BAM 2024 conference is Achieving transformation for greater good: Societal, organisational and personal barriers and enablers. In the past few years, organisations have shifted from acting relatively passively, to being proactive and dynamic in the face of opportunity and uncertainty (Baptista et al., 2020; Lessem & Schieffer, 2016). Such transformations are complex, and involve radical changes at societal, organisational and individual levels. The roadmap to transformation must be sustainable, effective and efficient, while addressing change at multiple levels and for the long term. However, the nature of transformation will vary across different cultures, societies and organisations, fostering a variety of motivations and drivers as well as prompting diverse barriers to change implementation.

McKinsey (2022) identify six priorities for organisations to manage proactively: resilience, courage, new opportunity awareness and enterprise, technology, sustainability and employee experience. Another approach to transformation focuses on the development of 'Dynamic Capabilities' linking digital foresight and implementation to a host of organisational transformations from rapid prototyping to changing culture (Ghosh et al., 2022). Business leaders, policymakers, practitioners and academics need to explore a range of issues to maximise the good (sustainability and continuity) minimise the bad (overly complex and painful) and rule out the ugly (change that is unethical and/ or unsustainable). Many challenges need to be overcome for effective and accelerated transformation leading to greater good (e.g., Lessem & Schieffer, 2016; Yadav et al., 2017). Hence, within this grand challenge, we propose four subthemes:

- Transformational leadership and strategic HR;
- Digital transformation;
- Transformational business policy, governance and practice; and
- Transformational innovation, growth and entrepreneurship.

These subthemes will facilitate innovative and cross disciplinary discussions, challenge current thinking and practice, and engage academics, practitioners and thought leaders in all topics relevant to the cutting edge of achieving transformation in a volatile world.

Projected number of attendees

Based on attendance levels at recent Conferences, we anticipate over 1100 delegates participating in our hybrid Conference comprising academics at all levels of seniority, Deans of Business Schools, practitioners, and doctoral students from the UK and overseas. Last year's hybrid conference sold out in-person tickets at 850, and attracted more than 1,100 participants from 53 countries and a wide range of HE institutions. We fully expect the global reach will expand further in 2024.



This image shows the number of countries which attended the 2023 BAM Conference

Why sponsor and exhibit at BAM2024?

- Opportunity to raise leads and sales
- Networking opportunities with other businesses in the HE sector
- Increase your brand awareness and exposure globally
- Enhance engagement with your audience
- Build your positive brand association and credibility
- Connect with a global audience online and in person



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BAM2024 Conference Sponsorship Packages

An important part of the BAM Annual Conference is the professional development and social functions for the delegates. You can increase your organisation's brand awareness by supporting these activities. If you are interested in a Sponsorship package, would like more information or have further suggestions for customised sponsorship opportunities, then please contact Justina Senkus at jsenkus@bam.ac.uk.

LEAD (GOLD) CONFERENCE SPONSOR

Sponsorship Price: £25,000 (excl. VAT) Benefits include:

- Welcome address by sponsor representative (5 minutes) during the Grand Conference Opening ceremony
- Central place for the sponsor's logo, positioned next to the Conference logo on the conference branding (platform banners, logo)
- Acknowledgement as Lead Sponsor on social media and pre-conference mailings (pre-event, during the conference)
- Sponsor's own promotional video available for viewing on the main timeline of the programme between session: Max length of time for promotional video would be 2 minutes.
- Access to the networking module to connect with the audience
- Live 1-2-1 meetings with attendees in person and online
- Banner advert: your company logo on the home page of event platform
- Your brand in the networking area (physical and virtual)
- Your company logo and description in the physical Exhibition Zone
- Double stand at the central Exhibition space
- Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event.
- 4 complimentary passes for the conference and Doctoral Symposium
- 4 Gala Dinner tickets
- Central place on the sponsorship webpage on the BAM2024 Conference website with your organisation's name, logo and description
- Reference to your support in press releases and post event materials
- Your company's banners at the registration desk and on stage during the keynotes
- Opportunity to provide Registration area materials
- Opportunity to Send one Mobile App Push Notification Onsite

SILVER CONFERENCE SPONSOR

Sponsorship Price: £15,000 (excl. VAT) Benefits include:

- Central place for the sponsor's logo, positioned next to the Conference logo on the conference branding (platform banners, logo)



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- Acknowledgement as Silver Sponsor on social media and pre-conference mailings (pre-event, during the conference)
- Sponsor's own promotional video available for viewing on the main timeline of the programme between session:
- Access to the networking module to connect with the audience
- Live 1-2-1 meetings with attendees in person and online
- Banner advert: your company logo on the home page of event platform
- Your brand in the networking area (physical and virtual)
- Your company logo and description in the physical Exhibition Zone
- A stand at the central Exhibition space
- Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event.
- 2 complimentary passes for the conference and Doctoral Symposium
- 2 Gala Dinner tickets
- Prominent place on the sponsorship webpage on the BAM2024 Conference website with your organisation's name, logo and description
- Reference to your support in press releases and post event materials
- Your company's banners at the registration desk and on stage during the keynotes.

3 PLENARY Keynote panels

Sponsorship Price: **£3,500** excl. VAT (per panel)

**Speakers will be announced in due course*

BAM2023 Conference keynote speakers can be viewed [HERE](#)

Benefits include:

- Acknowledgement of your company in the agenda
- Banner advert: your company logo at the IN-PERSON Conference
- Banner advert: your company logo on the home page of the event platform
- Dedicated place on the sponsorship webpage on the BAM2024 Conference website with your organisation's name, logo and description.
- Verbal acknowledgement in the keynote introduction by
- Your company's banner in the venue where the keynote panel is delivered
- Live 1-2-1 meetings with attendees in person and online
- 2 complimentary passes for the conference and Doctoral Symposium
- 1 Gala dinner ticket



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PANEL DISCUSSIONS

Sponsorship Price: **£ 3,500** excl. VAT

1. **Meet The BAM Journal Editors.** Interactive session where Editors from *British Journal of Management* and *International Journal of Management Reviews* answer questions about publishing in their journals.
2. **Meet the Non-BAM Journal Editors**
3. **BAM Fellows Session – Theme, speakers TBC**

Benefits include:

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Banner advert: your company logo on the home page of event platform
- Dedicated place on the sponsorship webpage on the BAM2024 Conference website with your organisation's name, logo and description
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule)
- Your company's banner in the venue where the panel discussion is taking place
- 2 complimentary passes for the conference

PROFESSIONAL DEVELOPMENT WORKSHOPS & LIVE PAPER

SESSIONS Sponsorship Price: **£2,500** each excl. VAT (15~ workshops online & in-person)

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Dedicated place on the sponsorship webpage on the BAM2024 Conference website with your organisation's name, logo and description.
- Banner advert: your company logo on the home page of the event platform
- Your company banner in the venue where the PDW is taking place
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule)
- 1 complementary pass for the conference

BEST FULL AND DEVELOPMENTAL PAPER AWARDS – **RESERVED, NO LONGER AVAILABLE**

Sponsorship Price for Full Paper Award only: **£2,500** excl. VAT

About the Best Full and Developmental Paper Awards

Each year many of the Conference Tracks present one Full and one Developmental Best Paper Award. This is BAM's way of identifying and honouring the best research submitted to the conference. The winners are publicised widely among the business and management community during and after the conference. All award winners receive a certificate, which is presented to them by either the SIG or Track Chair.

Benefits include:



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- Prominent branding on all Best Full and Developmental Paper Award e-certificates
- Pre-conference publicity
- Verbal acknowledgement in the award presentation
- Dedicated place on the sponsorship webpage on the [BAM2024 Conference](#) website with your organisation's name, logo and description
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule).
- 1 complimentary pass for the conference

You can sponsor one of the BAM2024 Conference Tracks listed below:

1. African Studies
2. Corporate Governance
3. Critical Management Studies
4. Cultural and Creative Industries
5. Decision-Making Under Uncertainty
6. eBusiness and Information Systems Management
7. Entrepreneurship
8. Financial Management
9. Gender in Management
10. Human Resource Management
11. Identity
12. Innovation
13. Inter-Organizational Collaboration: Partnerships, Alliances and Networks
14. International Business and International Management
15. Knowledge and Learning
16. Leadership and Leadership Development
17. Management and Business History
18. Management Consultancy
19. Marketing and Retail
20. Operations, Logistics and Supply Chain Management
21. Organisational Psychology
22. Organisational Studies
23. Organisational Transformation Change and Development
24. Performance Management
25. Project Experiences
26. Public Management and Governance
27. Research Methodology
28. Strategy
29. Strategy-as-Practice
30. Sustainable and Responsible Business

If you would like to discuss sponsorship opportunities further, please contact jsenkus@bam.ac.uk and

ljohnson@bam.ac.uk

GALA DINNER Sponsorship Price: **£7,000** each excl. VAT



The 'must-attend' dinner of the year for the BAM community will be held at the Church of St Mary The Virgin **on Thursday, 5th September 2024**. The Church is the oldest parish church in Nottingham. It is mentioned in the [Domesday Book](#) of 1086 and is believed to date back to the Saxon times. Benefits include:

- Prominent branding at the Gala Dinner venue
- Pre-conference publicity
- Verbal acknowledgement by the BAM Chair at the opening of the Gala Dinner
- 2-minute speech by a sponsor at the Gala Dinner venue
- Dedicated place on the sponsorship webpage on the [BAM2024 Conference](#) website with your organisation's name, logo and description.
- Banner advert: your company logo on the home page of the event platform
 - Live 1-2-1 meetings with attendees in person and online (which attendees can schedule).
 - 2 Gala Dinner tickets



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SPONSORSHIP PACKAGE BOOKING FORM

Company Name:	
Contact Name:	
Position	
Address:	
Telephone:	
Email:	

SPONSORSHIP PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Packages Required	Cost £
Lead Sponsor (Gold)		£
Silver Sponsor		£
Keynote		£
Panel sessions and paper sessions		£
Professional Developmental Workshops		£
Best paper awards		£
Gala Dinner		£
TOTAL COST		£
Valid Purchase Order Number		

Please complete the BAM2024 Conference Sponsorship Booking Form and email to jsenkus@bam.ac.uk and Ljohnson@bam.ac.uk