



BRITISH ACADEMY
OF MANAGEMENT

BAM 2024 CONFERENCE



Nottingham
Business School

Nottingham Trent University

BAM2024 Conference Exhibitor 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 previous BAM Conference

BAM Conference Exhibitor Packages

The professional development and social functions for the delegates are an important part of the BAM Annual Conference. You can increase your organisation's brand awareness by supporting these activities. This year we are offering three tiers of packages to meet the varying needs of our exhibitors. If you are interested in any of the exhibition packages, would like more information or have further suggestions for customised sponsorship opportunities, then please contact Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson at ljohnson@bam.ac.uk.

Standard Package - (Exhibitor area and virtual hall)

Sponsorship Price: £1,600 plus VAT

This package includes:

- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ 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
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ 2 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website.

Enhanced Package: Exhibition Space in Exhibition area and virtual hall plus Banner Advert

Sponsorship Price: £2,100 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of the event platform and Conference programme
- ✓ Logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ 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
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ 2 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website
- ✓ 2 Gala Dinner tickets

Premium Package: Exhibition space, banner advert plus video in main programme timeline

Sponsorship Price: £2,600 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of event platform and conference programme
- ✓ Company promotional video available for viewing on the main timeline of the programme between sessions.
- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ 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
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ 3 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website
- ✓ 2 Gala Dinner Tickets



EXHIBITOR PACKAGE BOOKING FORM BAM 2024

Exhibitors can complete the booking form below:

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

EXHIBITOR PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Selected:
Standard Package - Exhibition Space in the Virtual Hall and physical venue (£1,600 plus VAT)	
Enhanced Package - Exhibition Space in the Virtual Hall and physical venue plus Banner Advert (£2,100 plus VAT)	
Premium Package - Exhibition space in virtual hall and physical venue, banner advert plus video in main program timeline (£2,600 plus VAT)	
COST	£
Valid Purchase Order Number:	

Please express your interest by completing the BAM2024 Conference Exhibitor Booking Form and email to – Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson ljohnson@bam.ac.uk