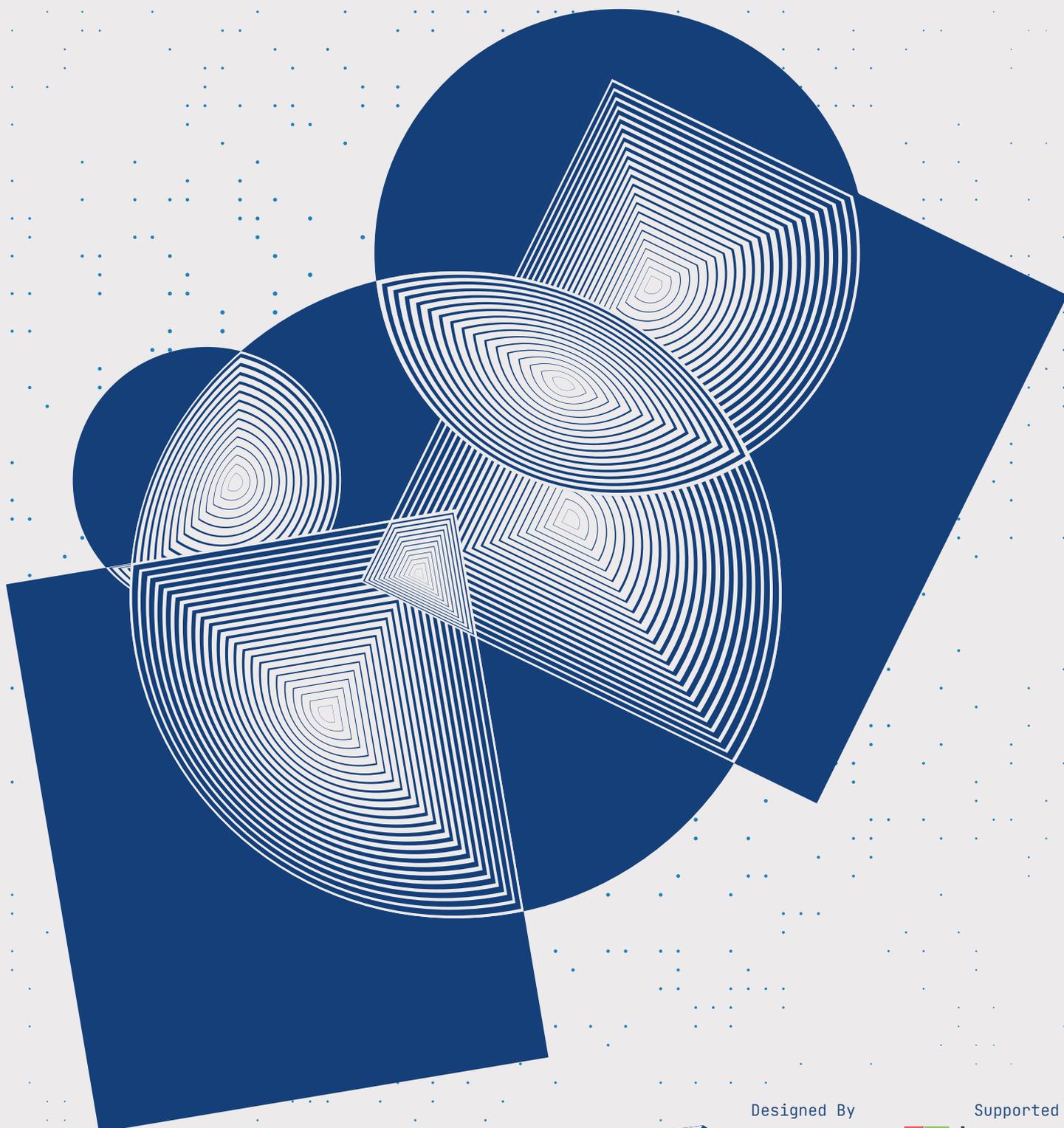




NEXUS
2021 From RETAILX

Sponsorship Brochure

A senior space for
well-briefed discussion



07 October 2021
Venue: etc.venues St Paul's, London

Designed By
 RETAILX

Supported By
 Internet
Retailing

The Concept

The Retail Sector has been accelerated into a 'post' era. Post pandemic, post-Brexit, post-digital and post-truth... **It's easy to look back and see the obvious, but leaders need to create and move forward. What then is next?**

We anticipate a post-conference world, where the traditional event model will be replaced by a truly immersive format that rejects passive PowerPoint learning and overt sales pitches. In its place, we are offering a platform that promotes relationship selling and cross-collaborative learning.

At the heart of the retail market lies some key topics of current interest that focus on our values, where there is no "obvious answer" and the solution will come from collaboration.

RetailX Nexus 2021 is a new concept designed specifically for senior representatives of leading European retail brands. It is an opportunity to combine factual expert-led insight with vision-based learning and in-depth discussion. Alongside your peers, you will formulate real solutions to the challenges ahead that will affect change in the future retail horizon.

The Advisory Group

RetailX Nexus is being developed alongside a senior Advisory Group. The group is helping us to shape the concept and stay true to our focus of attracting the most senior delegation, from interesting companies to discuss important topics. The group consists of senior commercial representatives at the following companies:

Superdrug 

Boots

de Bijenkorf 

G-STAR RAW

HEAL'S

SELFRIDGES & CO

TED BAKER
LONDON

BICESTER  VILLAGE

WATCHSHOP

 **The Range**
Home, Leisure & Garden


Whittard
CHELSEA 1886

The Differentiator

AN UNCOMPROMISING APPROACH TO OUR LIVE VIP DELEGATION

Our in-person audience will be made up of 100 senior-level retail attendees who are picked for their ability to affect change in retail.

OFF THE RECORD

We recognise that a VIP gathering needs to be held under Chatham House rule. This will ensure open and honest conversations, both on stage and in the audience.

FEWER TOPICS DONE WELL

We spoke to the market and they told us the top 3 topics that are of current interest. Attendees will be allowed time to deep dive into these topics and formulate solutions through collaboration with their peers.

NEW FORMAT FOR REAL LEARNING

Each topic will be primed with a 'state of the nation' expert address delivering topic facts before moving into retailer visions and moderated discussion around factors slowing progress or driving change. Following each topic our live audience will break out into Chatham House Rule chaired discussions to collaborate on solutions.

DATA BACKED CONVERSATIONS

All attendees will receive a copy of the RetailX Nexus 2021 Report and each topic on the day will be supported by editorial briefing papers to give data and facts that will elevate the discussions.

RetailX Nexus 2021 Topics

Sustainability

Sustainability has moved from flag-waving minority to critical growth driver in the past decade. While progress has been made, there is still a long way to go. Sustainable practices provide the chance to connect with customers on a deep rooted and ethical level, which has the potential to boost sales and embed a positive mission into your company DNA.

Diversity & Inclusion

Consumers buy into authenticity. They want to know what the company, the brand, the people are like behind the product they buy. Diversity & Inclusion also offers internal diversity in experience and thought process which can change organisational decision making for the better. So addressing the issue of representation head-on is not only ethically sound but it has been proven to make the organisation more successful.

The impact of AI

Blue sky AI hyperbole is giving way to real-world solutions. As with the industrial revolution, the AI revolution will impact many business functions. For retail, AI offers the opportunity to gain a deep understanding of your customer while providing a birds-eye view of previously invisible purchasing and stock control trends. But is there a point at which retailers will be seen to have too much intelligence and trigger customer pushback?

Event Sponsorship Opportunities

Nexus Platinum Pass - £20,000 (Limited to 10 sponsors)

- 2 Senior representatives (non-sales) - to attend
- Opportunity to engage and exchange with 100 leading retailers and develop both knowledge and key business contacts for future development opportunities
- Host a discussion table with 10 VIP retailer delegates and be part of the subject matter debate
- Branded space in networking area
- 200 word profile on event website and event handbook
- Opportunity to insert gift into delegate event bags
- Company logo on all event digital marketing campaigns and newsletters
- Access to networking lunch and post-event party
- List of in-person attendees 1 week before the event to assist in pre-planning (Job title and company name)

Additional sponsorship

Nexus Report 2021 Supporting Sponsor - £15,000

- Report to be supplied in 16pp format including a summary of the following:
 - Key discussion and vision points
- Rapporteur insight from table discussions
- Round-up of the day's experience and surprises
- Future looking references
- Sole sponsor branding on the report
- 200 Word Company profile
- Company representative foreword at start of the report (subject to editorial sign-off)

Pre-event Dinner Sponsor - £20,000

- A chance to develop relationships with a select group of speakers and delegates prior to the event in an informal yet luxury setting.
- Sponsors benefit from 2 senior representatives attending the dinner.
- Branding will be in place to show your exclusive sponsorship of this special event.

**Find out more about
sponsorship packages today**

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