



COMMS  
COUNCIL  
UK

THE VOICE OF ADVANCED COMMUNICATIONS

**PARTNERSHIP PACKAGE 2024**

## What is Comms Council UK

Comms Council UK is the UK's IP telecommunications trade association, and is recognised by the Government, the sector regulator, Ofcom, industry, and the media as the voice of the UK VoIP and next generation comms sector.

Comms Council UK is a not for profit organisation and pays for its running costs through a combination of membership fees, sponsorship and new to 2024, the annual partnership. This document identifies the partnership & sponsorship opportunities offered by Comms Council UK during the 2024 calendar year.

Comms Council UK events range from our “Blue Riband” events that include the Comms Council UK Awards, the Summer Forum and the Christmas Lunch to a series of other workshops, webinars and dinners that are held periodically, often coinciding with other member meetings as well as industry events and trade shows throughout the year.



## Why you should become a CCUK Partner and Sponsor

Comms Council UK Partnership and Sponsorship offer organisations a great opportunity to develop their brand recognitions, exposure and business development opportunities with the UK's communication sector.

With over 100 members, made up of companies from across the UK's IP voice sector, we have an active group of decision makers who regularly come together to network and share insights through our series of events, online meetings, webinars and forums.

As a Partner, your organisation will be seen as a feature of these various activities for a sustained 12 month period, with the opportunity to share your insights and engage with industry's decision makers.

There is also the opportunity to utilise the additional sponsorship opportunities to emphasise your visibility within the association.



# Our Members



# Our 2023 Events Schedule

Date	Event	Description
2nd February	Switching webinar with Paul Bradbury, the CEO of TOTSCo	TOTSCo provided an update on switching progress to our Industry Developments and Operations Working Group, ahead of Ofcom's One Touch Switch directive deadline of April 2023.
23rd February	Webinar with Fractional Teams: Community, more than a buzzword	Associate Member Fractional Teams continued its series of webinars with the company's CEO, Tim Meredith, providing a second edition about the potential business benefits of community building.
23rd March	Industry dinner in London with the Cavell Group	30 members attended the Mercer restaurant to network with fellow industry members while discussing key industry topics.
19th May	Switching + PSTN switch off webinar	A further members webinar on One Touch Switch as well as the PSTN Switch off was delivered.
15th June	Webinar with Fractional Teams: Make your content work for you	Our next Fractional Teams webinar will provide a deeper dive into SEO, including information on backlinking, metadata, tagging, structuring and other techniques to maximise the "inbound effect" of content.
6th July	Comms Council UK Summer Forum	70 members turned up to a mixture of panels, presentations and networking at Osborne Clarke as part of our AGM and annual summer event.
5th September	Women in Telecoms Workshop	This CCUK working group had its first face to face event, discussing some of the key challenges that women face in the sector as well as ideas and plans for 2024.
28th September	Comms Council UK Awards	130 people attendees the 15th annual awards at the Tate Modern for an afternoon of networking.
November (TBC)	Webinar on the Telecommunications Security Regulations and Switching	Two webinars being considered in relation to the ongoing regulatory issues around the TSRs and One Touch Switch
7th December	Comms Council UK Christmas Lunch	Our annual Christmas Lunch will be making an appearance in December, giving members the chance to enjoy festive meals, while networking with others from across industry. Attendance is usually between 60-75 people.

# Our Key Events Plan for 2024

## April 24: Commercial Workshop w/ Cavell Dinner

With an increased focus on commercial awareness and expectations of market consolidation on the horizon, this afternoon workshop will bring together key industry voices to discuss the future of the market and best commercial practices. This will be followed by our annual dinner, hosted in partnership with Cavell, bringing together industry leaders for an evening of topical conversation.

## June/ July 24: Summer Forum

The Summer Forum acts as CCUK's annual conference and will bring together senior industry leaders, renowned voices and partners to discuss the key issues in the sector. This full-day conference will include a series of panel discussion and presentations, as well as ample networking opportunities throughout the day. CCUK partners will have the opportunity to exhibit their products and share their insights to the 100 delegates expected.


















## Sept 24: CCUK Awards w/ Workshop & Post-event drinks

The CCUK awards has been running for 15 years and is seen as a key event in the UK's Communications sector's calendar, bringing together 150 industry stakeholders for an afternoon of celebration in a high-profile venue. Being part of the awards allows an organisation to gain key exposure to our 100 members through the various marketing/ branding opportunities and also the face to face connections crucial to developing relationships within the sector.



## Nov/ Dec 24: CCUK Christmas Meal

The annual Christmas lunch takes place in December and it is the perfect way to celebrate a successful year for the industry with our members, government representatives and regulators. The venue is an elegant venue in central London for 70+ attendees. As partner it is another opportunity in the annual calendar to network with key industry stakeholders and develop your brand through the various marketing opportunities

# Partnership Package Deliverables

	Deliverables	Silver	Gold	Platinum
<b>Account Management</b>	Dedicated Account Manager to help you get the most out of your budget			
<b>Membership Engagement</b> - Become part of the CCUK ecosystem	<p>This part of the Partnership includes:</p> <ul style="list-style-type: none"> <li>• Attendance to the relevant meeting and working groups</li> <li>• Policy and industry updates</li> <li>• Opportunities to connect with CCUK members</li> <li>• Subscription to the CCUK newsletters, with updates from partners</li> </ul>			
<b>Brand Awareness</b> - Develop you organisation's visibility among our membership	<p>The opportunities to develop your awareness includes:</p> <ul style="list-style-type: none"> <li>• Brand logo on the CCUK homepage</li> <li>• Logo and company profile uploaded onto our dedicated CCUK Partner page</li> <li>• Social media Partnership announcement on CCUK channels, as well as ad-hoc promotion of your digital content</li> <li>• Promotional branding including on all relevant event promotion</li> <li>• CCUK Partner logo given for you to use on your own digital channels</li> <li>• Include content in our regular newsletters</li> </ul>			
<b>Digital Thought Leadership</b> - Distribute your thought leadership to our members across our channels	Thought leadership articles - Upload 2 articles to CCUKs dedicated media page and in its fortnightly update.			
	CCUK Insights Interview - Feature one bespoke video interview per annum on the CCUK channels			
	Promotional email campaign - Send out 1 exclusive marketing email to CCUK mailing lists - 2 per annum for Platinum partners			
	Bespoke Roundtable/ Webinar - Shape the agenda in your own thought leadership event dedicated to a topic of your choice, the CCUK team will support the delivery of the event and encourage member participation			

## Partnership Package Deliverables - Key Events

	Delivables	Silver	Gold	Platinum
<b>CCUK Commercial Workshop and Cavell Dinner</b>	Free tickets for up to 3 guests to attend the Cavell Dinner and Workshop			
	Banner at the CCUK workshop and logo attached to any promotion of the event			
	Agenda slot within the commercial workshop			
	Attendee list of delegates list shared before the event			
<b>CCUK Summer Forum</b>	Free tickets for up to 5 attendees to attend the Summer Forum			
	Exhibiting space and event banner in event networking area / speaking theatre			
	Attendee list of delegates list shared before the event			
	One speaking slot on a panel throughout the day			
	Short bespoke presentation given to attendees			



## Partnership Package Deliverables - Key Events

	Delivables	Silver	Gold	Platinum
<b>CCUK Awards</b>	Up to 4 free tickets to the awards. 6 free tickets for Platinum partners	✓	✓	✓
	Pop-up banner at the awards ceremony and photo opportunities with guests	✓	✓	✓
	Notable mention in the awards script	✓	✓	✓
	Logo associated with all relevant materials in the lead up and post event content	✓	✓	✓
	Half-page advertorial in event brochure	✓		
	Category sponsorship and exclusive branding included with the associated category, and presentation of the award to the winner. Full page advertorial in the event brochure		✓	✓
	Attendee list of delegates list shared before the event	✓	✓	✓
<b>CCUK Christmas Meal</b>	Free tickets for up to 4 attendees to attend the Christmas Meal	✓	✓	✓
	Pop-up banner in the Christmas meal		✓	✓
	Attendee list of delegates list shared before the event	✓	✓	✓

## Partnership Package Pricing

**Silver Package: £6500**

**Gold Package: £10,000**

**Platinum Package: £15,000**

\*All costs exclude VAT

# Additional Event Sponsorship Opportunities



**Please note these opportunities are only available to existing members or partners,  
but can be bundled into a partnership package**

**\*All costs exclude VAT**

# CCUK Awards

## Headline Sponsorship: £18,500

Be the headline sponsor of the CCUK awards and centre your organisation as the main contributor to the days event. Package includes:

- 10 tickets to the Awards
- Banner in prominent positions at the event
- Keynote speech and mention in the hosts speech
- Logo associated with most Awards materials
- Full page ad in event brochure and logo on the front of the brochure
- Attendee delegate list circulated before the event

## Pre-event Workshop: £10,000

Shape the agenda and own the pre-awards event workshop, bringing attendees together on the day of the awards to host a thought leadership workshop that focuses on a particular topics. As the host of this workshop you will be able to:

- Shape the agenda and hold the keynote speaking plot
- Work with the CCUK to get members along to discuss key issues
- Circulate marketing material and highlight your branding
- Get 4 free tickets to the CCUK awards that follows

## Post-event Networking Drinks: £1,500 + Costs

Following the afternoon awards ceremony the opportunity is there to be the exclusive sponsor and host of the post awards networking drinks. This will grant you the exclusive sponsorship of the networking in a venue close proximity to the awards venue. The cost associated does not include the costs of running these drinks. This will have to be agreed upon by CCUK and the eventual sponsor.

## Category Sponsorship (Only available to members): £2500

Exclusive sponsorship and branding of the associated category at the awards, and presentation of the award to the winner. Full page advertorial in the event brochure.



# CCUK Summer Forum

## Headline Sponsorship: £6,000

Be the headline sponsor of the CCUK Summer Forum and centre your organisation as the main supporter of the full day conference.

Package includes:

- Up to 10 tickets to the Summer Forum
- Banners in prominent positions at the event
- Shape the agenda through a keynote speech, panel slot and thought leadership presentation
- Logo associated with all materials
- Attendee delegate list circulated before the event
- Direct promotional email to attendees from CCUK on behalf of the headline sponsor

## Post-event Networking Drinks: £1,500 + Costs

Following the full day conference the opportunity is there to be the exclusive sponsor and host of the post conference networking drinks. This will grant you the exclusive sponsorship of the networking in a venue with close proximity to the conference. The cost associated does not include the costs of running this reception and will have to be agreed upon by CCUK and the eventual sponsor.



# CCUK Commercial Workshop and Cavell Dinner

## Headline Sponsorship of the Commercial Workshop: £5,000

Be the headline sponsor of the CCUK Commercial workshop and shape the vital conversations of the day with key industry leaders in attendance. Package includes:

- Up to 5 tickets to the workshop
- Banner in prominent positions at the event
- Shape the agenda through a keynote speech and agenda slot
- Logo associated with all marketing materials
- Attendee delegate list circulated before the event
- Direct promotional email to attendees from CCUK on behalf of the headline sponsor in the post event follow-up

## Main sponsor of the Cavell Dinner: £3,500 + Costs

Following the commercial workshop guests have the opportunity to join CCUK and Cavell Group for a post event dinner. As main dinner sponsor you are able to network and highlight your organisation to attendees

- Keynote Speech during dinner
- Recognition as the main sponsor of the event with your logo on all the invitations and Comms Council UK website
- Roll up banner and marketing materials at the dinner
- Follow up email to Comms Council UK members with your company's profile and words of your choosing
- Delegate list of attendees share before the event and targeted follow up after the event
- Up to 5 tickets for the dinner



# CCUK Christmas Lunch

## Headline Sponsorship: £8,500

The annual Christmas lunch takes place in December and it is the perfect way to celebrate a successful year for the industry with our members, government representatives and regulators. The venue is an elegant venue in central London for 60+ attendees. The benefits of sponsorship include:

- Keynote Speech at the start of lunch
- Recognition as the headline sponsor of the event with your logo on all the invitations and Comms Council UK website
- Roll up banner at the lunch
- Marketing materials displayed at the event
- Follow up email to Comms Council UK members with your company's profile and words of your choosing
- Delegate list of attendees shared before the event and targeted follow up after the event
- Up to 6 tickets for the Christmas Lunch



# Women in Telecoms Event

## Event Host: Cost dependent on scope

In 2022, CCUK alongside organisations from across industry introduced the Women in Telecoms working group to bring together female colleagues from across the sector through online meetings and in-person networking events.

This group was created to meet a growing demand from our members to give women working within our industry a regular opportunity to network, share career experiences, discuss hot topics and exchange ideas.

This working group will provide a tangible way for our members and partners to demonstrate commitment to women's development in the telecoms sector. By encouraging women on your team and across industry to join 'Women In Telecoms', you can actively support them with their career goals as well as giving them a voice on the key issues impacting our industry.

In addition to encouraging attendance of your colleagues, there is also an opportunity to support the group by sponsoring an in-person networking event. The sponsorship would include a banner, logo and organisation name included in marketing the materials and the opportunities for female colleagues to speak at these events.





# Bespoke Event Opportunities

**Webinars: £2500**

**In-person workshops: £3000 + room hire and event costs**

**CCUK Member Dinner: £4000 + room hire (price dependent on scope)**

These events are set up for Comms Council UK members to gain new knowledge through a dedicated workshop or discuss the latest industry topics and news during a dinner.

Attendee numbers at these meetings are between 20 - 45 people.

There are also opportunities to host webinars for certain events, and attendance has remained good for these options in recent years.

Sponsorship of these options could include:

- Coverage in the invitation emails
- Sponsorship acknowledged at the event
- Short speaking slot and agenda shaping
- Presentation
- Company marketing materials displayed at event
- Networking opportunities with attendees
- Free places for your company
- Display of your company banner
- Sponsor logo and link to company website on Comms Council UK website
- Follow up email to members with short description of your company and services



**Get in touch with the CCUK team to discuss  
partnership and sponsorship further!**

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