

# BAM 2025 CONFERENCE

---

**Kent**  
Business School

BAM2025 Conference Sponsorship  
Opportunities

1 & 3 – 5 September 2025

*On the Border: Management Challenges, Business Opportunities  
and Disrupted Institutional Contexts*

[BAM2025 hybrid Conference](#)

## Theme: ***On the Border: Management Challenges, Business Opportunities and Disrupted Institutional Contexts***

21st-century business thrives on globalisation, connectivity, and mobility. However, borders – physical and organisational – remain significant.

- **Physical Borders:** The Kent coast, near Dover, exemplifies the complexities of international borders, with challenges related to migration and global trade.
- **Organisational Borders:** Employees constantly "cross borders" between work and personal life. Factors like class, race, gender, and disability influence how easily they navigate these boundaries. This conference will explore the multifaceted nature of border crossing, examining how:
  - **Organisational structures** impact employee experiences.
  - **Remote work** blurs work-life boundaries.
  - **Leadership** can create more inclusive and supportive work environments.

By understanding the challenges and opportunities presented by these "borders," we can foster more successful and equitable organizations in a globalized 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 900, and attracted more than 1,100 participants from 58 countries and a wide range of HE institutions. We fully expect the global reach will expand further in 2025.

### Why sponsor and exhibit at BAM2025?

- 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



**BRITISH ACADEMY  
OF MANAGEMENT**

## BAM2025 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.

We recognise that a one-size-fits-all approach may not always be ideal. We welcome discussions with potential sponsors to understand their specific goals and tailor a sponsorship package that delivers maximum value and meets their unique requirements.

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](mailto: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 Networking Reception tickets
- Central place on the sponsorship webpage on the BAM2025 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



**BRITISH ACADEMY  
OF MANAGEMENT**

## 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)
- 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.
- 3 complimentary passes for the Conference and Doctoral Symposium
- 3 Gala Networking Reception tickets
- Prominent place on the sponsorship webpage on the BAM2025 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*

BAM2024 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 BAM2025 Conference website with your organisation's name, logo and description.
- Verbal acknowledgement in the keynote introduction by the session facilitator.
- Your company's banner in the venue where the keynote panel is delivered
- Live 1-2-1 meetings with attendees in person and online



## BRITISH ACADEMY OF MANAGEMENT

- 2 complimentary passes for the conference and Doctoral Symposium
- 2 Gala Networking Reception tickets

### 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 BAM2025 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
- 2 Gala Networking Reception tickets

### 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 BAM2025 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 complimentary pass for the conference

### BEST FULL AND DEVELOPMENTAL PAPER AWARDS

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

About the Best Full and Developmental Paper Awards



## BRITISH ACADEMY OF MANAGEMENT

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:

- 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 [BAM2025 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 BAM2025 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-Organisational 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](mailto:jsenkus@bam.ac.uk) and [ljohnson@bam.ac.uk](mailto:ljohnson@bam.ac.uk)

## **GALA Networking Reception** Sponsorship Price: **£7,000** each excl. VAT



### The "Must-Attend" Gala Networking Reception: Experience the Magic of Canterbury Cathedral

Join the British Academy of Management (BAM) for an unforgettable Gala Networking Reception on Thursday, 4th September 2025, held within the awe-inspiring Canterbury Cathedral.

- **A Historic Setting:** Founded in 597 AD by St. Augustine, this masterpiece of Gothic and Romanesque architecture has witnessed centuries of English history. As the Mother Church of the Anglican Communion and the seat of the Archbishop of Canterbury, it offers a truly unique and inspiring backdrop for this prestigious event.

#### Sponsorship Benefits:

- **Enhanced Visibility:**
  - **Prominent Branding:** Secure prime branding placement at the Gala Networking Reception venue.
  - **Pre-Conference Publicity:** Gain valuable pre-conference exposure.
  - **Gala Networking Reception Recognition:**
    - Verbal acknowledgement by the BAM Chair at the Gala Networking Reception opening.
    - Opportunity for a 2-minute speech by a company representative at the venue.
  - **Online Presence:** Dedicated space on the official BAM2025 Conference website featuring your organisation's name, logo, and a brief company description.
  - **Banner Advert:** Your company logo prominently displayed on the homepage of the event platform.
- **Exclusive Networking Opportunities:**



## BRITISH ACADEMY OF MANAGEMENT

- **1-on-1 Meetings:** Enjoy exclusive access to live, 1-on-1 meetings with conference attendees, both in-person and online (meetings can be scheduled in advance).
- **Gala Networking Reception Invitations:** Receive three tickets to the exclusive Gala Networking Reception.

This is a fantastic opportunity to:

- **Enhance your brand visibility** within the prestigious BAM community.
- **Network with leading academics and industry professionals.**
- **Showcase your commitment to supporting academic excellence.**

To inquire about sponsorship opportunities, please contact: Justina Senkus - [jsenkus@bam.ac.uk](mailto:jsenkus@bam.ac.uk)





## 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 Networking Reception		£
TOTAL COST		£
Valid Purchase Order Number		

Please complete the BAM2025 Conference Sponsorship Booking Form and email to Justina Senkus - [jsenkus@bam.ac.uk](mailto:jsenkus@bam.ac.uk)