

BAM 2022 CONFERENCE

HOSTED BY



The University of Manchester
Alliance Manchester Business School

BAM2022 Conference in The Cloud Sponsorship Opportunities

31 August – 2 September

Reimagining Business and Management as a Force for Good

[BAM2022 semi-hybrid Conference](#)

Theme

Achieving the UN Sustainable Development Goals confronts us with the need to re-imagine the purpose of business. We are increasingly aware that reaching Net Zero will require fundamental transitions both in the way we live and our economy. There is a world of difference between the structure of our current economy and the one required to limit global warming to 2°C. Closer to home there is a world of difference in prosperity between regions of the UK. Inequalities related to social groups across the regions may already have changed the face of UK politics, and as the flesh is put on the bones of the government's Levelling Up agenda, difficult questions are being asked about the role of businesses in reinforcing inequalities not just about what they can do to reduce them?

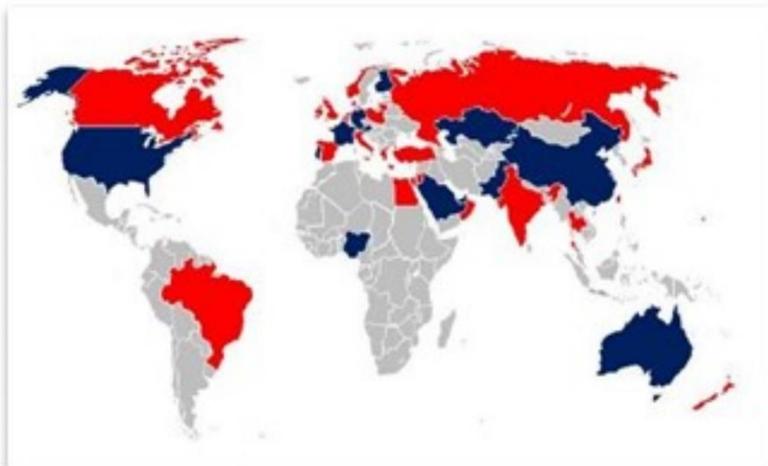
These profound shifts challenge the way we think about and practise business and management, raising fundamental questions about whether sustainable *and* inclusive productivity growth is possible and - if it is - the new roles business, the public sector and third sector will have to play in attaining it. However, as if these challenges weren't big enough, there is a world of difference between the pre and post COVID business landscape within which they will need to be addressed. Changes to work patterns and supply chains, combined with labour and skills shortages are converging on firms, managers and employees in ways that could change the world of business for ever. Does the post-pandemic world provide us with new opportunities to plan for new organisational futures? Will we be able to reimagine a new workplace that enhances the health and wellbeing of our workforces, creating 'good work' for all? Or will standard economic and business thinking stifle our ability to reimagine and innovate?

In this new era where the wider societal impact of our research, teaching, and scholarship has never been more important, the current business and management research ecosystem seems to be getting in the way of producing knowledge that is ultimately helpful in addressing the challenges facing business and society. There remains a world of difference between the kind of partnerships and co-produced research that is required to address these challenges and what we currently do. If business and management scholars are to have a role to play in creating 'the best of all possible world', do we also need to change the way we understand, measure and reward good research and good teaching? How will we produce the business and public leaders, managers, engaged scholars and agents for change that we need?

We invite you to join us as at BAM 2022, our 36th Annual Conference, where business and management scholars, policy setters and business leaders will grapple with these issues. Join us and help us make a world of difference to management practice and theory and ensure that business and business schools can become the force for good that the world needs them to be.

Projected number of attendees

Based on attendance levels from previous Conferences, we anticipate between 750 – 1000+ participating in our innovative semi-hybrid Conference comprising academics, Deans of Business Schools, practitioners, and doctoral students from the UK and overseas. Last year's virtual conference attracted participants from 50 countries and it is expected that the global reach will expand further this year.



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

Why sponsor and exhibit at BAM2022?

- Increased reach
- Enhanced modes of communication – 1:1 with in-person attendees while also interacting online
- Opportunities to sponsor livestreams and more.
- Greater flexibility for your sponsorship prospectus – live and virtual stands and physical booths



BAM2022 Conference Sponsorship 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. 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 CONFERENCE SPONSOR

Sponsorship Price: £15,000 (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 platform banner
- 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 sessions: 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 the event platform
- Your brand in the networking area (physical and virtual)
- Your company logo and description in the physical Exhibition Zone
- 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
- Prominent place on the sponsorship webpage on the BAM2022 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.

KEYNOTES

Sponsorship Price: £3,500 excl. VAT

Keynote 1: **TBC**

Keynote 2: **TBC**

Keynote 3 (Industry Representative): **TBC**



Benefits include:

- Acknowledgement of your company in the agenda
- Banner advert: your company logo at the
- Banner advert: your company logo on the home page of the event platform
- Dedicated place on the sponsorship webpage on the BAM2022 Conference website with your organisation's name, logo and description.
- Verbal acknowledgement in the keynote introduction by the session Chair
- Your company's banner in the venue where the keynote is delivered
- Live 1-2-1 meetings with attendees in person and online
- 1 complimentary pass for the conference

PANEL DISCUSSIONS

Sponsorship Price: £3,500 excl. VAT

1. **Meet The Editors.** Editors answering your questions about publishing in the British Journal of Management, International Journal of Management Reviews, Journal of Management Studies and European Management Journal, and other leading journals in the fields of business and management research.
 2. **Open Fellows Session Theme TBC** Panellists TBC
 3. **TBC**
 4. **TBC**
- 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 BAM2022 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
 - 1 complimentary pass for the conference

Professional Development Workshops & Live Paper Sessions

Sponsorship Price: £1,500 each excl. VAT (20~ workshops)

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Dedicated place on the sponsorship webpage on the BAM2022 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)



BRITISH ACADEMY OF MANAGEMENT

BEST FULL AND DEVELOPMENTAL PAPER AWARDS

Sponsorship Price for Full Paper Award only: £1,500 excl. VAT

Sponsorship Price for Developmental Paper Award only: £1,500 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:

- 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 [BAM2022 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).

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

GALA DINNER

Sponsorship Price: £1,500 excl. VAT

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Dedicated place on the sponsorship webpage on the BAM2022 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 Gala Dinner venue
- Verbal acknowledgement in the keynote introduction by the BAM President
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule)

SPONSORSHIP PACKAGE BOOKING FORM

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



**BRITISH ACADEMY
OF MANAGEMENT**

SPONSORSHIP PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Packages Required	Cost £
Lead Sponsor		£
Keynote		£
Panel sessions and paper sessions		£
Professional Developmental Workshops		£
Best paper awards		£
TOTAL COST		£
Valid Purchase Order Number		

Please express your interest by completing the BAM2022 Conference Sponsorship Booking Form and sending it to Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson ljohnson@bam.ac.uk

If you would like to customise any of the above packages, please get in touch and we will be happy to discuss it.