

Partnership Opportunities

Smarter Financial Decisions

Defaqto Annual Conference
12 September 2024

etc, 200 Aldersgate St, Barbican,
London EC1A 4HD



Defaqto Annual Conference Smarter Financial Decisions

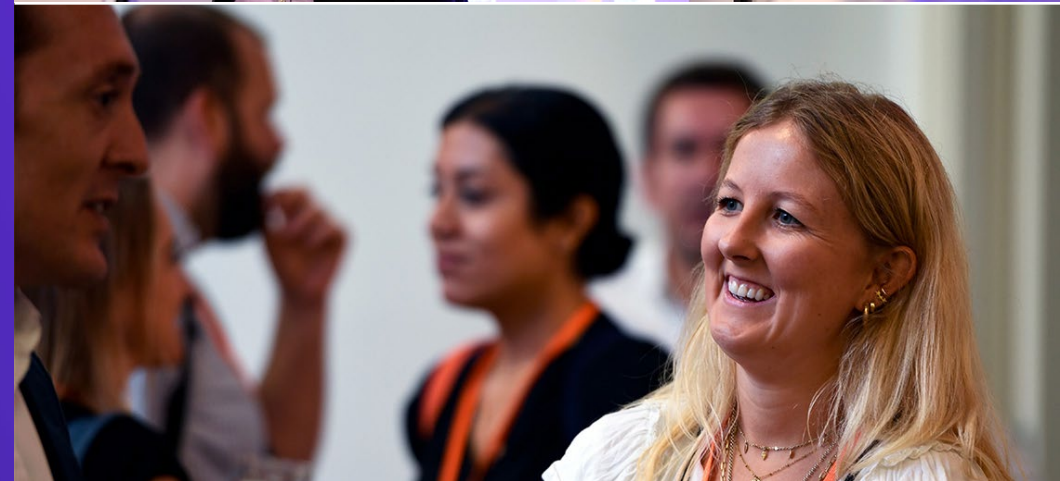
Thursday 12 September 2024, 0900-1700,
etc, 200 Aldersgate St, Barbican, London EC1A 4HD

Event objectives

- The content and themes are drawn from our Star, Diamond Ratings, Compare and Matrix product suites. In addition, we are looking to address key industry trends and issues from AI, distribution challenges, Consumer Duty, product design, and views from Millennials.
- The conference structure is a mix of keynote address, panel debates, and smaller workshops.

How will it work?

- Our conference has been running for over 16 years, and regularly **attracts over 200** of our key clients, it's a regular event date in their calendar.
- This is a unique opportunity to meet key decision makers across these sectors who all integrate and work with our Defaqto products.



Schedule of the day



08:00 – 09:45	Breakfast Briefing	C-suite strategic roundtable (GI focused and by invitation only)		
09:00 - 10:00	Welcome	Refreshments/networking/product demos		
10:00 - 10:15	Keynote	Welcome - John Milliken, CEO, Defaqto		
10:15 – 10:45	Keynote	Looking toward a post-app future: How empathic AI agents will take real-world action on consumers' behalf - Business Futures Strategy Director and Consultant at GDR Ella Sy will explore the impact of AI agents on tomorrow's consumers and how their changing behaviour will impact all retail channels.		
10:45 - 11:30	Networking	Morning break – networking/product demos		
11:30 – 12:15	Insight Panel	Investment & Protection - retirement income Eg. Goldman Sachs; Standard Life; Redington; Mercer	General insurance - the evolving distribution landscape Eg. Comparison website (CTM/MSM), large provider – Aviva	
12:20 - 13:00	Keynote	How is technology transforming financial services? – David Black, Managing Director at Google UK		
13:00 - 14:00	Lunch			
14:00 - 14:25	Keynote	AI adoption within financial sector - Artefact		
14:25 - 14:55	Keynote	What does it mean to be human in a world that is rapidly changing with the development of artificial intelligence? - Madhumita Murgia, Tech correspondent for the Financial Times and author of "Living in the Shadow of AI"		
14:55 – 15:00	Move to session			
15:00 - 15:45	Panel discussion	General insurance Home, motor and pet insurance	Funds - tax advantages	Wealth & Protection and Technology - Platforms, DWM, and integration
15:50 - 16:00	Keynote	Round up and thank you - John Milliken, CEO, Defaqto		
16:00 - 17:00	Networking	Drinks reception		

This is a unique opportunity to partner with Defaqto

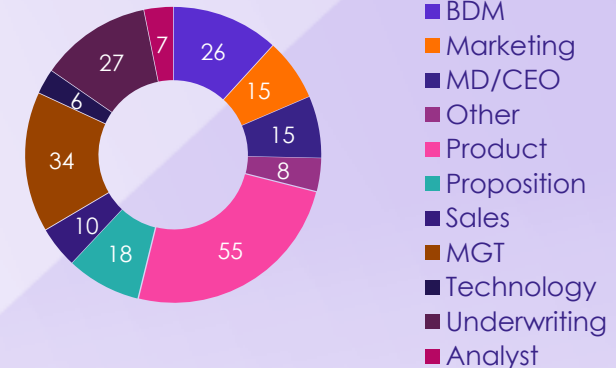
Sponsorship benefits

- Strategic engagement**
 An opportunity to participate or chair our CEO roundtables, each hosting 15-20 CEOs.
- Brand awareness**
 Be associated with over 140 leading UK companies that license Defaqto Ratings attend our yearly conference, our ratings are trusted and used by more than 300 brands from over 250 companies across the financial services industry. Your brand will be listed on various promotional channels (email, LinkedIn, X (Twitter), press releases).
- Networking**
 The venue allows the perfect setting to mix with industry professionals. However, you will have an opportunity to schedule up to 5 pre-arranged 1-2-1 meetings for each representative you bring.
- Speaker opportunities**
 A unique opportunity to run a 30mn keynote presentation. Please note that we are only offering one opportunity for an external, sponsored keynote presentation and the content would need to be strategic in nature.
- Thought leadership**
 Our conference brings together our Defaqto experts who will bring the latest insight and strategic views of the General Insurance, Life and Protection, Wealth, Funds and DFM market. To complement our speakers, we are inviting industry professionals and other industry bodies to give their own view of trends in the market.
- MI**
 Depending on your package, you will get various elements of MI of the registered/attended audience. This will include:
 - Contact details of all participants who signed up to the conference. These will be made available immediately after the event to help power up your own follow-up activities.
 - Additional MI on the businesses in the run up to the event to help you identify who you should be targeting.

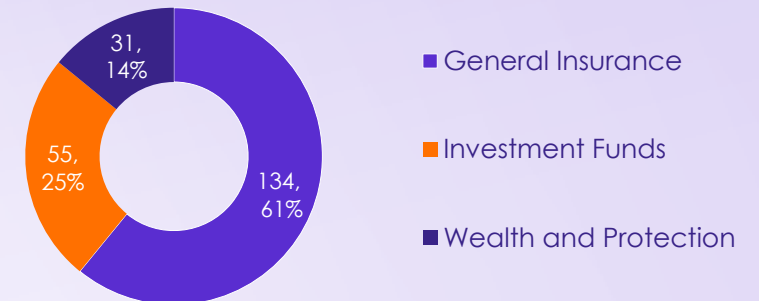
The who?

Bringing together 200 senior decision-makers from the following sectors: General Insurance, Banking, Life and Protection, Funds and DFM.

Audience/decision-maker



Company sector profile



How much does it cost?

	Sponsor a keynote speaker	Chair/host C-suite roundtable	Lunch/drinks reception	Stand/exhibition space
Brand awareness	✓	✓	✓	✓
Speaker slot	✓	✓ (Roundtable only)	✗	✗
Delegate MI pack	✓	✓	✓	✗
Delegate 1-2-1 meetings (and their contact details)	✓	✓	✓	✓
Detail	Opportunity to present a 30mn keynote to the whole audience	Position yourself as a thought leader in a roundtable hosting 15-20 CEOs	Branding on menus; special mention and opportunity to mingle and network with delegates post event	A 3*2 metre stand space to showcase your proposition
Total	£15000	£12000	£7500	£5000

All figures are exclusive of VAT.

> For further information please contact:
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