



## MEDIA KIT 2017

Our Community, Your Customer.

get  
involved  
get  
ahead

procurious

Introducing the world's first and largest online community for  
Procurement & Supply Chain professionals

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## WHAT CAN PROCURIOR DO FOR YOU?



How do you get in front of the people who control the spend?

How do you build relationships with corporate decision makers before they review your tender?

How do you ensure you're front of mind when approaching prospects?

The answer you are looking for is Procurious.



# MEMBERS HAVE RESPONSIBILITY FOR THE PURCHASING DECISIONS OF THE WORLD'S LARGEST ORGANISATIONS

get  
involved  
get  
ahead

**procurious**

The world's leading online network dedicated to procurement and supply chain professionals

WEEKLY  
PAGE VIEWS

43,000+

WEEKLY UNIQUE  
VISITORS  
7,400+

## AMPLIFICATION

Social media reach to more than **50,000 followers**

PROCURIOUS  
MEMBERS

18,000+

16,000+

13,500+

4,000+



ENDORSED BY

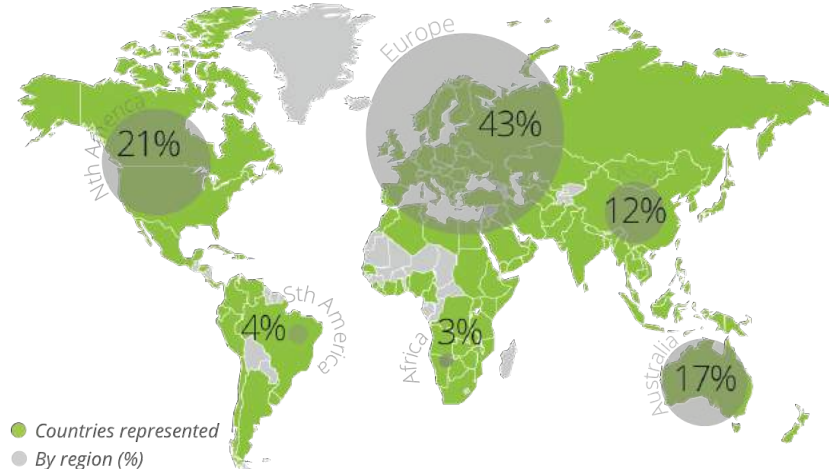
the globe's major procurement organisations



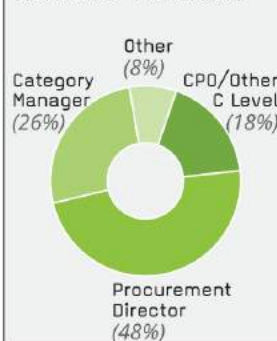
Connect on  
the go with  
the Procurious  
iOS app

## CORPORATE REACH

Decision makers in 140+ countries



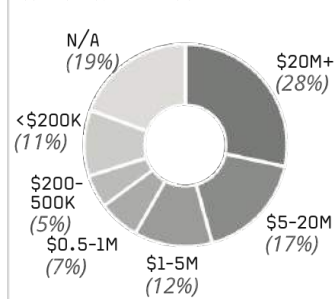
## MEMBERS' SENIORITY



## TOP 10 INDUSTRIES

Manufacturing  
Consulting  
IT  
Government  
Supply Chain  
Oil and Gas  
FMCG  
Financial Services  
Business Services  
Construction

## INDIVIDUAL SPEND RESPONSIBILITY



## TOP FIVE COUNTRIES BY MEMBERS

United Kingdom  
United States  
Australia  
India  
United Arab Emirates

## POWERING WORLD FIRSTS



#BigIdeas2016 tweeted **1,500** times

Big Ideas 2016 reached a social media audience of **4.3 million**

Big Ideas 2017 planned for London, Singapore, Chicago, Dubai and Sydney

Over **6,500** Procurement Professionals upped their career prospects with the inaugural Career Boot Camp



MEMBERS REPRESENT  
some of the world's  
largest organisations



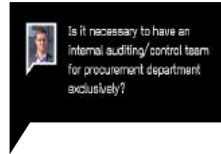


# 18,000+ Reasons to Work with Procurious

Procurious uses the latest social media technology to help **buyers and suppliers** navigate an increasingly complex, global procurement landscape



Profiles for professional networking



Discussion Boards to discuss trends and share best practice



Daily news service to keep up to date with the latest supply chain market intelligence



Procurious App for ease of use across multiple devices and 'first screen of the day' engagement



Event Calendar to stay abreast of latest procurement events, webinars and training

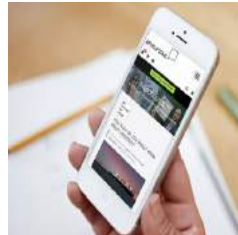
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**Procurious boasts 18,000 + members across 140+ countries**

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E-Learning Centre to train global teams



Private Groups to facilitate collaboration



Job Board to identify & recruit talent \*



White label corporate subscription to provide internal talent management

\*\* Launch date 2017

## TAKING BIG IDEAS TO THE WORLD

Big Ideas Summit™ is the world's first and only digitally-led procurement event. With a global reputation as the most innovative leadership event for the profession, Big Ideas 2017 once again promises to light up social media, spark vigorous discussions and crowd-source ideas for the future of the profession.



### Big Ideas by the numbers

In 2016, The Big Ideas Summit reached **4.3 million** followers on social media

The #bigideas2016 was used **1300** times during the Summit on Twitter

More than **2000** Procurious members logged on to actively participate on the day

**600** qualified procurement leads were generated for sponsors

### The opportunity

Position your business as **a thought-leader** with the global procurement community

**Connect & grow relationships** with your most valuable clients and procurement decision makers

Access Procurious content featuring your executives and position as an both a **Supplier and Employer of Choice**

Anchor your brand to **premium events** and have it successfully delivered to an engaged global procurement audience

**Grow your social media presence** over a three month campaign

### In 2017, we're taking Big Ideas to the world....

- **NEXUS: Navigating Procurement's interface between cost & risk** – **Singapore**, March 30
- **PIVOT: Disrupting a decade of Big Ideas in Procurement** – **Sydney**, May 17 & 18
- **SCRUM: A Procurement & Supply Chain Technology Sprint** - **Chicago** - September 28
- **REBOOT: Designing the Procurement 4.0 Workforce** - **Dubai** - November 23

"Can I just say you know how much I enjoyed the Big Ideas Summit... It really is a wonderful opportunity to share, listen to and meet some of the sector's most influential players and simply to be part of the day was a privilege and a pleasure. I came away inspired, once again, that we work in the most dynamic and inspirational job function"

David Lyon, CPO, Cancer Research UK

### 2016 Partners



### About Procurious

The world's leading online community for **procurement & supply chain** professionals. with 18,000+ members more 140+ countries,

[www.procurious.com](http://www.procurious.com)



PROCURIUS MARKETING SOLUTIONS

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## #1 BIG IDEAS SUMMIT GLOBAL EVENT SERIES – PREMIUM PARTNER

Now entering its 3rd year, sponsorship of each Big Ideas Summit events is strictly limited to a maximum of five, non-competing premium partners per event who will each receive:

- Access to and meaningful networking with 50 potential clients and key decision makers from around the world
- Formal opportunities – both in-person and via video - to highlight Huawei's value proposition, including 20 min keynote presentation & Big Ideas 3 min videos
- Brand alignment with a high-quality, innovative professional event
- Opportunity to showcase products and services to key decision makers and emerging markets
- A digitally-led marketing campaign with the global procurement community delivered over 3-months, including guest blogs, interviews, banner advertising, hosted EcoVadis content
- Joined up PR campaign to deliver additional media coverage in external industry publications, webinars & podcasts
- Lead generation from Big Ideas Summit – London

### Pricing

Premium Partner - Big Ideas Summit (London, Chicago, Singapore, Sydney or Dubai)

**£15,000**

Media Kit 2017 (C)



*I loved the 2016 Big Ideas Summit. The attendance was very high calibre, the setting was perfectly intimate and the dialogue was thoroughly engaging. This event will be hard to top!*

**Alex F Kleiner III, Coupa**





## #1 BIG IDEAS SUMMIT – LONDON FEBRUARY 23

Now entering its third year, The Big Ideas Summit has established a reputation as the most progressive, thought-provoking CPO-level procurement event. Big Ideas Summit is:

- Attended by 50 CPOs and procurement thought leaders
- Amplified to a global procurement audience of 18,000+ Digital Delegates
- Based around 2 month online content-driven campaign

Setting the agenda for the annual global series to follow, the London event will focus on innovation issues including:

- Future's Thinking: Identifying & Preparing for the Unknown
- Industry 4.0: Reshaping Procurement
- The Courage Imperative for Procurement Leaders
- Introducing Procurement Labs: Creating an innovation mindset in your team
- Digilogue – Where Digital meets Analogue
- The Last Mile: Innovative Approaches at Schipol

### Who attends?

Big Ideas Summit is a strictly invitation-only CPO event. Previous attendees have come from organisations including: AstraZeneca, AB In-Bev, Burberry, The World Bank, RBS, Anglo American, Shell, BP, Crown Commercial Services, Rio Tinto, and Johnson & Johnson.

Confirmed Premium Partners:



LONDON  
23.02.17



powered by procurious

## #1 Introducing – NEXUS, Singapore 2017



*Navigating Procurement's interface between cost and risk*

Singapore – March 30

Singapore's NEXUS™ event will focus on managing the critical interface between growth and cost

### Why Singapore?

- Large number of supplier transparency issues originate in the region
- Asian Procurement Hub for most Multi-Nationals
- More than 50 Global CPOs based in the region
- Leveraging the network already built through The Faculty's Singapore Roundtables

Like Big Ideas Summit, SCRUM™ offers a maximum of four non competing Premium Sponsors the opportunity to partner on this unique event:

- Attended by 50 CPOs and procurement thought leaders
- Amplified to a global procurement audience of 18,000+ Digital Delegates
- Based around 6 week online content-driven campaign
- Focused on cost and risk issues impacting procurement, including:
  - Industry 4.0: What are the risks for Procurement?
  - Future's Thinking: Identifying & Preparing for the Unknown
  - More Risk, More Reward? Procurement's Role in Delivering Enterprise Growth
  - Cultural Intelligence: The Biggest Procurement Skill Gap?
  - Developing Supply Chain Resilience

Confirmed Premium Partners:



## #1 Introducing SCRUM – Chicago 2017



### *A Procurement & Supply Chain Technology Sprint*

Chicago - September 28

#### Why Chicago?

- Global Procurement Technology Hub
- More than 50 Global CPOs based in Chicago
- US is Procurious' largest and fastest growing membership base

Chicago's SCRUM™ event will focus on the way technology is disrupting the workforce and reimagining how procurement value is delivered.

SCRUM™ offers a maximum of five Premium Sponsors the opportunity to partner on this unique event:

- Attended by 50 – 70 CPOs and procurement thought leaders
- Amplified to a global procurement audience of 18,000+ Digital Delegates
- Based around 6 week online content-driven campaign
- Focused on the hottest technology trends impacting procurement, including:
  - Disruptor or Disrupted: Cloud technology, 3D Printing, Drone technology
  - Blitzkrieg: Why the war for talent just got worse in Industry 4.0
  - Man v's Machine: Artificial Intelligence and Procurement
  - Developing a Digital Strategy for Procurement
  - The Race for Relevance: Delivering value in the digital economy
  - Always On: How to Maximize Your Digital World 24/7



## #1 Introducing REBOOT – Dubai 2017



### *Designing the Procurement 4.0 Workforce*

Dubai - November 23

#### Why Dubai?

- EMEA Hub for Procurement Infrastructure and Project Procurement CPOs
- Strong ex-pat procurement community keen to network
- UAE among Procurious' Top 5 Members by Country

Dubai's REBOOT will focus on the talent and people implications of disruption created by Industry 4.0.

REBOOT™ offers a maximum of four non competing Premium Sponsors the opportunity to partner on this unique event:

- Industry 4.0: What will it mean for your Procurement team?
- Procurement Labs: Creating an innovation mindset in your
- From Workforce to Crowdsourcing: The borderless procurement function
- The Great Enablers: Assessing Your Team's Digital Readiness
- Social Media as Your Career Secret Weapon
- Data Scientist or Deal Maker: The changing face of the modern procurement professional





## #1 PREMIUM VENUES TO MATCH

All Big Ideas Summit events are hosted at premium locations in London, Singapore and Chicago respectively.

Each event takes place in a unique theatrette environment and concludes with a premium networking event – in 2016, this was a Wine Tasting Master Class.

Sponsors are treated as delegates on the day, and encouraged to network, contribute to all discussions and connect with our CPO guests.



*The format is interactive and engaging - no sitting at the back on your smart phone like other events - you'll be chomping at the bit to get stuck in to the debate.*

*For me the opportunity to engage with fellow CPOs at the top of their game was invaluable and I've established a great network of like minded people.*

**-Helen MacKenzie, Head of Exchequer  
Services Procurement and Big Ideas Summit  
delegate**

Procurious Media Kit 2017 (C)



## #2 Premium CPO Networking Events

Celebrating the end of each of our Big Ideas Summit global events (London, Dubai, Singapore and Chicago), our 50 top procurement influencers are invited to attend a premium Networking Event.

As exclusive sponsor of the Networking Event (in any of London, Singapore, Dubai or Chicago), you can expect:

- 3 x of your representatives to have access to and networking with 50 key decision makers during premium event
- Formal opportunities – both in-person and via video - to highlight your value proposition, including welcome to guests at Networking Event & Big Ideas 3 min video for 1 x of your representatives
- A digitally-led marketing campaign with the global procurement community delivered over 2-months, including 1 x guest blogs, 1 x interviews, banner advertising.
- 1 x representative invited to attend the Big Ideas Summit event (™) and contribute as a delegate

Exclusive Sponsor Big Ideas Summit – London Networking Event:



| Pricing  |         |
|--|---------|
| Post Big Ideas Summit CPO Networking Event (Chicago, Singapore, Sydney, London or Dubai) | £10,000 |

### #3 CPO ROUNDTABLE – LONDON

The CPO Roundtable is an intimate C-Level thought-leadership & networking event for your most important CPO prospects and clients.

Procurious will craft and facilitate an agenda around supply chain transparency. Within the three-hour C-Level agenda, your thought leader will have the opportunity to deliver a 20 min presentation and participate in all best practice discussions.

Your business will have exclusive sponsorship of both the CPO Meeting and Networking event.

#### SAMPLE AGENDA

- 2.00pm Welcome & introductions
- 2.15pm CPO Sharing of Challenges and Opportunities
- 3.00pm Sponsor's Thought-Leadership segment, plus Roundtable discussion
- 3.45pm Case Study from one CPO and Roundtable discussion
- 4.15pm C-Level / Industry expert view on Procurement 4.0, plus Q&A
- 5pm Summary and close
- 5 – 6.30pm Champagne & Canapés networking event (1.5 hours)

Procurious Media Kit 2017 (C)



### #3 CPO ROUNDTABLE

As an exclusive CPO Roundtable sponsor, your business will receive:

- Exclusive event sponsorship & branding
- Opportunity to invite valued CPO prospects to the Roundtable
- Attendance for 2 x representatives at CPO Roundtable meeting
- Work with Procurious to shape Roundtable agenda around your business' thought leadership position
- Keynote session by your thought-leader at Roundtable (30 min) plus discussion with attendees
- Content Marketing Campaign, including Interview with your speaker; Roundtable summary article; Social Media Tweets
- Champagne & Canapés  
Networking with CPOs after the Roundtable, plus attendance for 3 additional representatives

Procurious will manage:

- CPO invitations and acceptances
- Identifying and securing additional guest speakers
- Event bookings and management
- Roundtable facilitation
- Roundtable summary and follow up activities



| Pricing  |         |
|--|---------|
| Exclusive Sponsorship of CPO Roundtable (Max 4 per year) | £10,000 |



## #4 Procurious Webinar

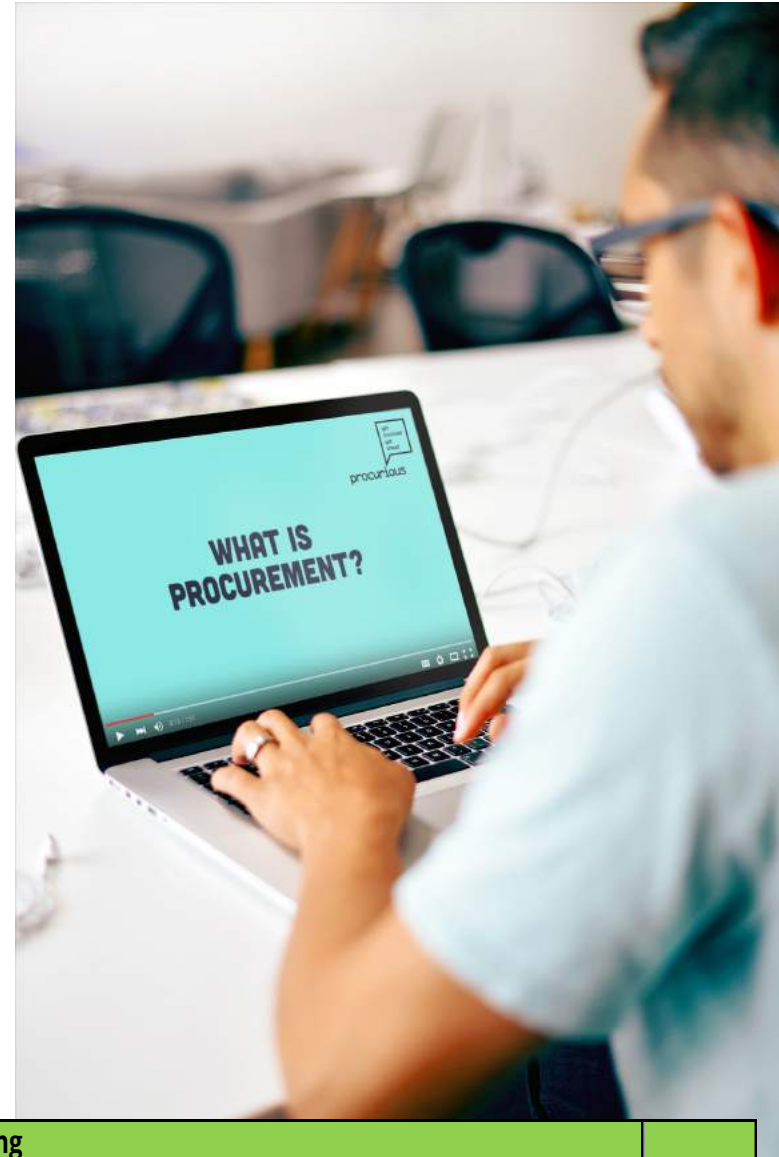
A webinar is one of the most effective means of connecting the brightest minds in your business to your customers and prospects.

Webinars give you reason to contact the market. Pre-webinar marketing, positioning during the online event and follow-ups are all vital touch points that will increase the visibility and awareness of your brand across a global audience.

The benefits of hosting a webinar include:

- Lead generation
- Reach a global audience
- Get your knowledge out there
- Get to know your audience
- Increase brand awareness
- Exhibit thought leadership
- Say a lot in a short time
- Hosted asset remains live on Procurious for 12 months

Confirmed Webinar Partner – February 2017:



| Pricing                                     |        |
|---|--------|
| Exclusive Sponsorship of Procurious Webinar | £7,500 |

## #4 Procurious Webinar



We will work with a partners to develop, facilitate and promote a high quality, issues-based webinar.

Your exclusive webinar campaign will include:

- Exclusive branding on all webinar properties and your thought leader featured in webinar
- 1 x Guest Blog – featured in Best of the Blog email campaign
- 2 x Procurious created blogs on webinar topic – featured in Best of the Blog email campaign and containing URL to your site
- 2 x dedicated email marketing campaigns with call to action to join webinar
- Social Media Advertising – both paid and earned components on LinkedIn, Twitter, Facebook & Procurious
- Premium Banner listing on Procurious landing page for min 2 weeks
- PR Campaign with key media outlets
- Lead generation and reporting

Procurious will manage:

- Targeted marketing campaign to drive webinar registrations
- Identifying and securing webinar contributors
- Webinar facilitation
- Webinar platform management
- Hosting & broadcast of webinar
- Lead capture and reporting
- Joined up PR campaign to generate media interest

## #5 5-Day Podcast Series

Hosted over 5-days and building on the success of world-first “Career Boot Camp”, Procurious will develop a **podcast series** aimed at increasing procurement pro’s understanding and readiness to adopt and drive procurement technology.



Procurious will manage:

- Podcast Production – Coaches’ Invitations, Briefings and Podcast Recordings and Editing
- Technical upload and daily hosting of Podcast Series
- Podcast series marketing and PR campaign
- Lead Generation

## Career Boot Camp by the numbers:

**6500+ Procurement Pros** gave their career a cardio boost with Career Boot Camp – powered by Procurious.

The featured ‘sample podcast’ from Gabe Perez, Coupa, was downloaded and listened to **1,170+ times alone!**

Our top performing Career Coach blog was viewed over **2700 times....**

**539 qualified procurement leads** were generated.....

Career Boot Camp also achieved earned media placements in Supply Chain Digital, EBM, Supply Management, My Purchasing Centre, Thomasnet.com, Inside Supply Management Magazine, epsnews.com

## #5 5 Day Podcast Series

As Exclusive Partner to a 5-Day Podcast Series, you will receive:

- Exclusive branding on all Podcast properties, including landing page; advertisements; daily email marketing to podcast participants; all graphics
- Your thought leader to provide the Day One Podcast – this podcast will also be featured as the 'sampler' podcast available during the pre-promotional period, resulting in maximum downloads
- 3 week Social Media Podcast campaign across LinkedIn, Facebook, Twitter and Procurious
- Social Media kits for your Marketing/Social Media to amplify their involvement and thought leader
- 1 x Podcast Coach Guest Blog, featured on Procurious and via Best of the Blog email marketing
- All Podcast leads
- PR Opportunities with global media outlets (as available)

**Michael  
Page**

In 2017, Michael Page is exclusive sponsor of the September 'Career Boot Boot Camp'.

Procurious Media Kit 2017 (C)



| Pricing  |        |
|--|--------|
| Exclusive Sponsorship of 5-Day Podcast Series (One of four per year) | £7,500 |



## #6 Procurement eBook

Capturing the all the **most insightful content, quotes and learnings** from CPO Roundtables and Podcast series, Procurious will produce an eBook as a keepsake for all attendees and made available for download to the global procurement community.

You will receive:

- **Exclusive branding** on all eBook properties, including landing page; advertisements; email marketing campaign, eBook front cover etc.
- **Your thought leader featured first** in eBook, including their Podcast Guest Blog, quotes etc
- **All leads** from eBook downloads
- Global **social media marketing campaign** across LinkedIn, Facebook, Twitter and Procurious – including content marketing, paid advertising/sponsored content
- **PR opportunities** with global media outlets (as available)
- Two-weeks after exclusive release on Procurious, **PDF copy of the eBook** to share with CPO Roundtable attendees and other prospects



Procurious will:

- Curate, edit and handle all design, production etc associated with eBook creation
- Host and promote eBook
- Develop and execute eBook marketing campaign across social media channels
- Lead generation and reporting
- Joined up PR campaign

| Pricing  |               |
|--|---------------|
| Exclusive sponsorship of Procurement eBook (one of 4 per year) | <b>£7,000</b> |

## #7 Whitepaper or Product Launch

Procurious will host and manage a social-media driven campaign promoting a key piece of your research. The objective of the campaign will be to increase awareness for your new product or whitepaper, and drive high high quality leads for sales activities.

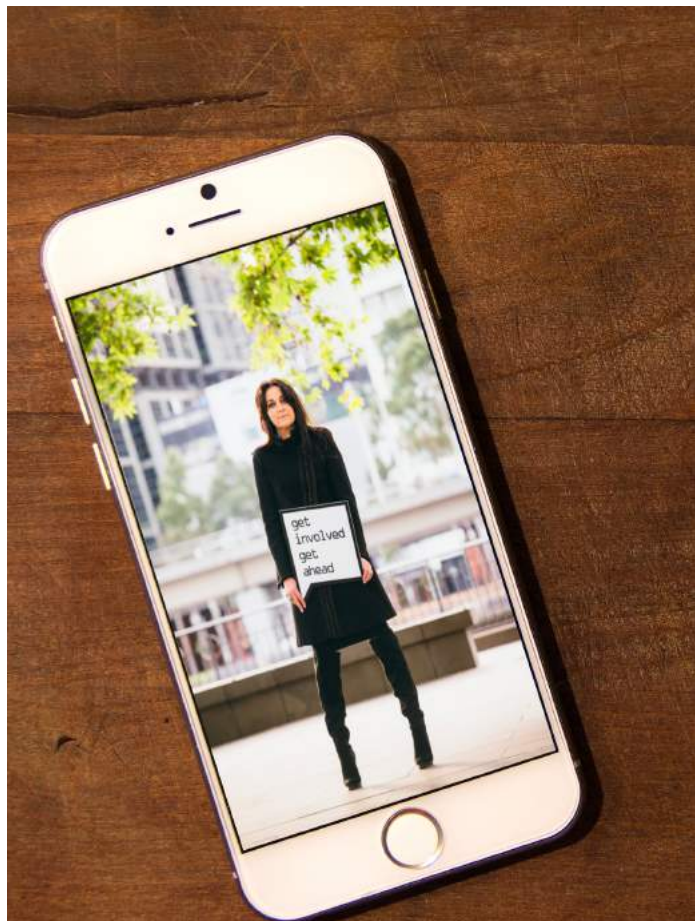


- **Thought Leadership** - Whitepaper (or other high quality digital asset) hosted on Procurious.com with Premium Banner advertising to drive downloads (2 weeks)
- **Data Capture and Lead Generation** from all downloads (120+ Leads based on recent GEP campaign)
- **Content Marketing**
  - 2 x Guest Blogs published on Procurious.com
  - 2 x Procurious HQ Authored articles
- **Social Media Campaign** via @procurious\_, Procurious LinkedIn Group and Facebook (50,000+ followers)
- **Banner advertising** – min 20,000 Impressions over 2 months
- **Direct Marketing** to 18,000+ Procurious members
  - All Guest Blogs & Procurious HQ Blogs featured in weekly Best of the Blog eDM
  - Your content featured on the “While You Were Gone” landing page (min 4 days per Guest Blog)

| Pricing                                       |        |
|---|--------|
| Whitepaper Launch and Lead Generation Package | £3,500 |

## #8 Announcing the Procurious App

Following member demand, Procurious has released it's first iOS app! An opportunity exists to become the inaugural global sponsor of the Procurious app for an introductory **3 month period**.



The Procurious app replicates all key website functionality including networking, news and discussions to provide users with real choice in the way they access Procurious.

- Exclusive branding on Splash Screen
- In-App Advertising
- Listed on Partner Page on [procurious.com](http://procurious.com)
- Minimum number of custom push notifications
- Dedicated Social Media and PR Campaign to promote the App and your sponsorship

During our soft testing phase alone, there were **5,250+ sessions** on the app, over **100,856+ sessions** on mobile (46% of total sessions).

| Pricing  |        |
|--|--------|
| 3 Month Exclusive Branding Rights on Procurious' iOS App (and Android App from mid-2016) | £8,000 |

## #9 High value content marketing packages

Designed to give you the **greatest cut-through** across multiple channels, **optimised visibility** and **branding opportunities** at a range of price points. Marketing Packages can be tailored, examples include:

| Value<br>(all prices are +VAT)  | £3k  | £5k  | £10k  |
|---|--|--|---|
| <b>Procurious Guest Blogs</b><br>All Guest Blogs featured in weekly 'Best of the Blog' eDM and on the 'While You Were Gone' landing page  | 3 x Guest blogs  | 5 x Guest blogs  | 6 x Guest blogs   |
| <b>Social Media Mentions via Twitter @procurious_ , LinkedIn, Facebook</b>  | Min. 5 social media mentions per Guest Blog            | Min 5 social media mentions per Guest Blog                   | Min. 5 social media mentions per Guest Blog                                 |
| <b>Advertising Banner</b>   | Skyscraper over 2 months<br>minimum 10,000 impressions | Top-line banner over 3 months,<br>minimum 20,000 impressions | Top-line banner and skyscraper over 3 months,<br>minimum 50,000 impressions |
| <b>eNewsletters</b><br>Advertisement with link back to your site  | -  | 1  | 3 (1/month)   |
| <b>Procurious Generated Content</b><br>Interview with business thought leader, customer and/or senior representative drafted by Procurious  | -  | 1  | 3   |
| <b>Event Listings</b><br>To be used within 12 months of sponsorship agreement   | 2  | 3  | 5   |
| <b>Learning Content</b><br><u>Complimentary</u> hosting of video content with link to owner's site.<br><br>Content featured i.e. appears on Top Scrolling Menu and Community feed sidebar | Content featured for 1 week<br>over 2 month period     | Content featured for total of 3 weeks over 3 month period    | Content featured for 6 weeks over 3 month period                            |



## #10 Banner Advertising

Advertising banners can appear all pages on Procurious – at the top-line, in the skyscraper and on the landing “While You Were Gone” page.

Organisations have the opportunity to be visible to all Procurious members **wherever they are on the site.**

Procurious offers organisations pricing levels for banner and skyscraper advertising to suit all marketing budgets.



*Our Advertisers experience higher than industry average open rates of approx. 0.12% Click Through Rate*

| Flat-Rate Price for Advertising |                        |        |
|---------------------------------|------------------------|--------|
| 10,000 impressions              | Min Period of 1 month  | £1,250 |
| 20,000 impressions              | Min Period of 2 months | £2,000 |
| 50,000 impressions              | Min Period of 3 months | £3,500 |

## Premium Organisations already on Procurious

Premium organisations are already using Procurious to start a conversation with the global Procurement community. They include:



McKinsey&Company



## Professional Association Endorsement



Procurious has endorsement by the globe's pre-eminent Professional Associations.

CONTACT US



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[WWW.PROCURIOUS.COM](http://WWW.PROCURIOUS.COM)

THANK YOU!!

procurious

