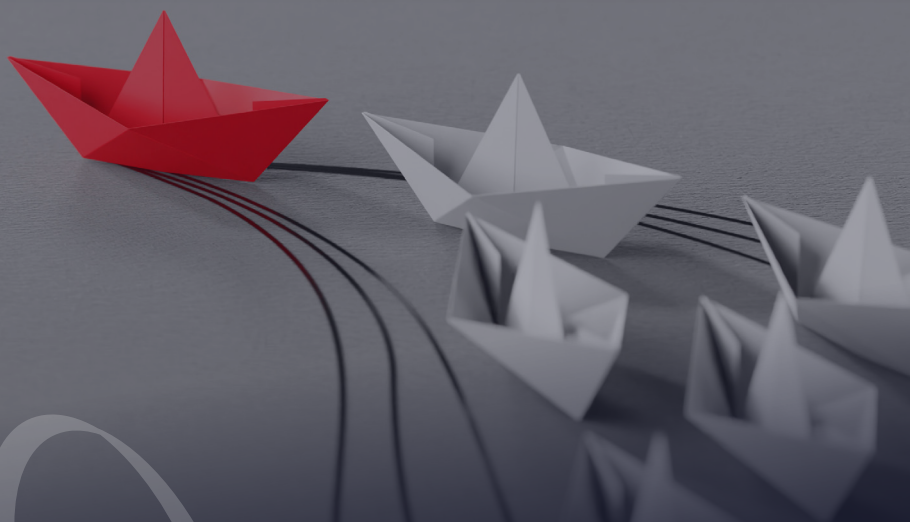


SPONSORSHIP AND EXHIBITORS PACK

Leading Change that Delivers:

LEADERSHIP. CAPABILITY. EXECUTION.



Professional TRAINING CONFERENCE 2027

Wednesday 17 March 2027 | 09:00-17:00
BMA House, Tavistock Square, London, WC1H 9JP

Professional **TRAINING**

Professional Training is a global training provider delivering essential skills training, leadership development and coaching for lawyers, by lawyers.

We understand the unique challenges faced by lawyers and business services professionals because we have been there.

With more than 20 years' experience, we are highly regarded throughout the legal industry. We work with over 150 national and international law firms, helping them address development needs and achieve their strategic objectives through our distinctive, highly interactive approach to training.

The Professional Training Conference brings together forward-thinking leaders, decision-makers and senior professionals from across the legal sector who influence people, culture, operations and strategic direction.

In 2027, the conference will focus on one of the most significant challenges facing law firms: how to lead change in a way that delivers meaningful and lasting results.

For sponsors and exhibitors, the real value lies in the calibre of the audience. Attendees will include the leaders responsible for shaping strategy, implementing transformation and ensuring that change succeeds across their firms.

By taking part, you will have the opportunity to position your organisation, services and solutions in front of this influential audience - not simply as a provider, but as a strategic partner in change.

WHAT IS THE THEME FOR 2027?

Leading Change that Delivers:

LEADERSHIP. CAPABILITY. EXECUTION.

The legal profession is experiencing significant and accelerating change.

Technology, artificial intelligence, evolving client expectations, new ways of working and increasing commercial pressure are reshaping how legal services are delivered. Yet identifying the need for change is only the beginning.

The real challenge is turning strategic ambition into action - bringing people with you, maintaining momentum and delivering measurable results.

The Professional Training Conference 2027 will explore what effective change leadership looks like in practice. The programme will consider the leadership behaviours, communication, culture and decision-making required to move beyond plans and initiatives and create change that is understood, adopted and sustained.

Through expert-led sessions, real-world perspectives and interactive discussion, delegates will explore how to:

- ✓ Create clarity around the purpose and direction of change
- ✓ Translate strategy into practical action
- ✓ Communicate change with credibility and impact
- ✓ Build trust and secure meaningful engagement
- ✓ Address resistance and competing priorities
- ✓ Maintain performance and wellbeing during uncertainty
- ✓ Develop leaders who can champion and embed change
- ✓ Measure progress and sustain momentum

This theme is relevant to every organisation navigating transformation and the conference will bring together the people responsible for making change happen across the legal sector.

THE AUDIENCE

Attending this event will put your organisation in front of the **Leaders in Law**.

We anticipate an exclusive gathering of 150 decision-makers, attracted by *Professional Training's* reputation among this audience for exceptional content, delivery and learning outcomes.

Delegates will include those responsible for setting strategic direction, leading transformation and ensuring that change is successfully implemented across their organisations.

Job titles will include:

- ✓ **Managing Partner**
- ✓ **Senior Partner**
- ✓ **Chief Executive Officer (CEO)**
- ✓ **Chief Operating Officer (COO)**
- ✓ **Head of Department/ Practice Group Leader**
- ✓ **Transformation Director**
- ✓ **Change Director**
- ✓ **Head of Human Resources (HR)**
- ✓ **People Director**
- ✓ **Learning and Development Director**
- ✓ **Talent Director**
- ✓ **Practice Director**
- ✓ **Operations Director**
- ✓ **Innovations Director**

We are preferred suppliers to:



Learning in Law
Where knowledge meets collaboration.

FIRMS REPRESENTED



WHY SPONSOR AND EXHIBIT?



Targeted audience

The conference attracts a concentrated audience of senior legal professionals and decision-makers. Your organisation will be visible to leaders actively considering how to transform their firms, strengthen their capabilities and successfully implement change across people, processes, technology and client service.



Brand visibility

Your organisation will be featured across conference marketing, including the event website, email campaigns, social media activity and on-site branding. This visibility will position your company alongside an important industry conversation and demonstrate your commitment to helping legal organisations navigate change successfully.



Engagement with key decision-makers

The event provides an opportunity to engage directly with leaders who are responsible for shaping strategy, investing in new solutions and delivering transformation. As a sponsor or exhibitor, you can introduce your expertise and services to potential clients at a time when they are actively considering the challenges and opportunities associated with change.



Alignment with change and innovation



Align your brand with progressive leadership, innovation and successful transformation in the legal sector. Sponsorship demonstrates that your organisation understands the complexities of change and is committed to supporting law firms as they evolve.

Long-term relationship building



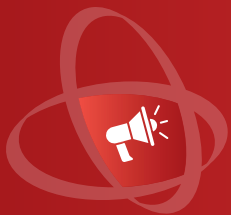
Build meaningful relationships with senior professionals from across the legal industry. The conference provides a strong starting point for conversations that can continue beyond the event, enabling you to nurture prospects, explore opportunities and develop future collaborations.

High-quality networking



Dedicated networking opportunities will allow you to engage with delegates, exchange perspectives and discuss the practical challenges firms face when turning strategic plans into lasting change.

Showcase your expertise



Position your organisation as a trusted partner for firms navigating transformation. Whether your expertise lies in technology, people, operations, wellbeing, risk, finance, recruitment or professional services, the conference gives you a platform to demonstrate how your solutions can help firms turn change into meaningful results.

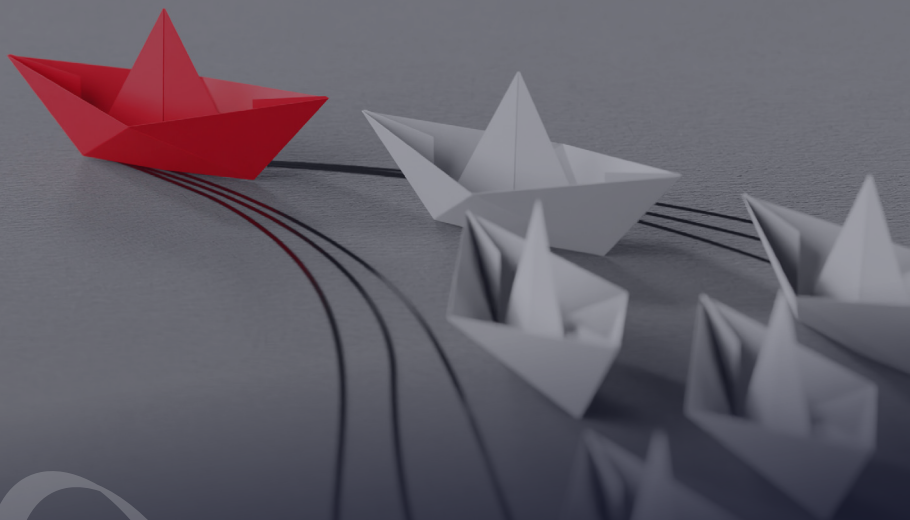
LET'S TALK!

The *Professional Training Conference 2027* offers a valuable opportunity to place your products, services and expertise in front of an engaged audience of senior legal-sector decision-makers.

Through pre-event promotion, on-site visibility and direct engagement with delegates, you can increase brand awareness, generate high-quality leads and build relationships with the leaders responsible for shaping and delivering change across their firms.

Email **info@professional-training.co.uk** to reserve your opportunity or arrange a conversation about the most suitable package for your organisation.

SPONSORSHIP AND EXHIBITOR **PACKAGES**



Professional
TRAINING
CONFERENCE 2027

Wednesday 17 March | 09:00-17:00 | London



HEADLINE SPONSOR

Benefits before the event

- ✓ An interview with Nadine Stanton, CEO of Professional Training, on an agreed topic, promoted to our mailing list and across our social media channels
- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Headline branding on website
- ✓ Advertising video on website
- ✓ Logo, link and company biography on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Company tagged in relevant social media posts
- ✓ Access to delegate list (name, job title, company) one week before the conference
- ✓ Logo on email marketing for the conference

During the event

- ✓ Opportunity to address delegates at a point in the day
- ✓ Branding throughout the event and advertising video played on screen in the Networking Lounge
- ✓ Marketing collateral given to delegates on-site (to be provided by sponsor and delivered to the PT contact two weeks before the conference)
- ✓ Tabletop stand
- ✓ Four complimentary delegate tickets (to be booked ASAP to ensure availability)
- ✓ 10% discount on additional delegate tickets

Post-event

- ✓ Dedicated email to delegates sent by Professional Training on behalf of the sponsor (sponsor to provide content before the event to ensure timely send)
- ✓ Access to photographs from the event



PLATINUM SPONSOR

Benefits before the event

- ✓ An interview with Nadine Stanton, CEO of Professional Training, on an agreed topic, promoted to our mailing list and across our social media channels
- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Platinum branding on Professional Training's website
- ✓ Logo, link and company biography on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Company tagged in relevant social media posts
- ✓ Access to delegate list (name, job title, company) one week before the conference
- ✓ Logo on email marketing for the conference

During the event

- ✓ The opportunity to join the panel discussion, *'The Human Side of Transformation: Driving Behavioural Change in Law Firms'*
- ✓ Acknowledgement as sponsor during welcome and closing speeches
- ✓ Branding throughout the event and advertising video played on screen in the Networking Lounge
- ✓ Marketing collateral given to delegates on-site (to be provided by sponsor and delivered to the PT contact two weeks before the conference)
- ✓ Tabletop stand
- ✓ Three complimentary delegate tickets (to be booked ASAP to ensure availability)
- ✓ 10% discount on additional delegate tickets

Post-event

- ✓ Dedicated email to delegates sent by Professional Training on behalf of the sponsor (sponsor to provide content before the event to ensure timely send)
- ✓ Access to photographs from the event



GOLD SPONSOR

Benefits before the event

- ✓ An interview with Nadine Stanton, CEO of Professional Training, on an agreed topic, promoted to our mailing list and across our social media channels
- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Logo, link and company biography on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Company tagged in social media posts
- ✓ Access to delegate list (name, job title, company) three days before the conference

During the event

- ✓ The opportunity to chair the panel session, *'The Human Side of Transformation: Driving Behavioural Change in Law Firms'*
- ✓ Acknowledgement as sponsor during welcome and closing speeches
- ✓ Branding throughout the event and advertising video played on screen in the Networking Lounge
- ✓ Marketing collateral given to delegates on-site (to be provided by sponsor and delivered to the PT contact two weeks before the conference)
- ✓ Tabletop stand
- ✓ Two complimentary delegate tickets (to be booked ASAP to ensure availability)
- ✓ 10% discount on additional delegate tickets

Post-event

- ✓ Dedicated email to delegates sent by Professional Training on behalf of the sponsor (sponsor to provide content before the event to ensure timely send)
- ✓ Access to photographs from the event



SILVER SPONSOR

**TWO PACKAGES
AVAILABLE!**

Benefits before the event

- ✓ An interview with Nadine Stanton, CEO of Professional Training, on an agreed topic, promoted to our mailing list and across our social media channels
- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Logo, link and company biography on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) three days before the conference

During the event

- ✓ Acknowledgement as sponsor during welcome and closing speeches
- ✓ Branding throughout the event
- ✓ Marketing collateral given to delegates on-site (to be provided by sponsor and delivered to the PT contact two weeks before the conference)
- ✓ Tabletop stand
- ✓ One complimentary delegate ticket (to be booked ASAP to ensure availability)
- ✓ 10% discount on additional delegate tickets

Post-event

- ✓ Dedicated email to delegates sent by Professional Training on behalf of the sponsor (sponsor to provide content before the event to ensure timely send)
- ✓ Access to photographs from the event



BRONZE SPONSOR

**TWO PACKAGES
AVAILABLE!**

Benefits before the event

- ✓ An interview with Nadine Stanton, CEO of Professional Training, on an agreed topic, promoted to our mailing list and across our social media channels
- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Logo, link, and company profile on our website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) three days before the event

During the event

- ✓ Acknowledgement as sponsor during the welcome and closing speeches
- ✓ Branding throughout the event
- ✓ Marketing collateral given to the delegates on-site (to be provided by sponsor and delivered to the PT contact two weeks before the event)
- ✓ Two complimentary delegate tickets (to be booked ASAP to ensure availability)
- ✓ 10% discount on additional delegate tickets



COFFEE BREAK SPONSOR

Benefits before the event

- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Logo and link on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) one day before the conference

During the event

- ✓ Logo displayed throughout the event
- ✓ Marketing collateral placed on or near serving areas during coffee breaks (to be provided by sponsor and delivered to the PT contact two weeks before the conference)





BREAKFAST SPONSOR

Benefits before the event

- ✓ Relevant sponsor content shared across Professional Training's social media channels in the lead-up to the event
- ✓ Logo and link on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) one day before the conference

During the event

- ✓ Logo displayed throughout the event
- ✓ Marketing collateral placed on or near serving areas during arrival refreshments (to be provided by sponsor and delivered to the PT contact two weeks before the conference)





DELEGATE BAG SPONSOR

Benefits before the event

- ✓ Logo and link on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) one day before the conference

During the event

- ✓ Logo displayed throughout the event
- ✓ Branding on the arm of every delegate!



- ✓ You supply the bags



LANYARD SPONSOR

Benefits before the event

- ✓ Logo and link on Professional Training's website
- ✓ Announcement of sponsorship on social media and in e-bulletins
- ✓ Access to delegate list (name, job title, company) one day before the conference

During the event

- ✓ Logo displayed throughout the event
- ✓ Branding around the neck of every delegate!



- ✓ You supply the lanyards



EXHIBITOR OPPORTUNITIES

Benefits before the event

- ✓ Logo, link and company biography on Professional Training's website
- ✓ Company tagged in relevant social media posts
- ✓ Access to delegate list (name, job title, company) one day before the conference

During the event

- ✓ Tabletop stand
- ✓ One delegate place
- ✓ 10% discount for additional delegates





THE CONFERENCE YOU WON'T WANT TO MISS!

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