



**EFQM<sup>®</sup> FORUM 2018**

**Symphony of Excellence**

**18<sup>th</sup> – 19<sup>th</sup> of October**

**Vienna Hofburg**



**EFQM<sup>®</sup>**

Leading Excellence



**qualityaustria**  
Succeed with Quality

**SPONSORSHIP  
OPPORTUNITIES**

# Become an EFQM Forum Sponsor

We have the right option for you...

## The EFQM Forum 2018

### THE LARGEST EVENT IN EUROPE DEDICATED EXCLUSIVELY TO BUSINESS EXCELLENCE AND THE EFQM EXCELLENCE MODEL

The EFQM Forum was held for the first time in Montreux in 1989 when 350 delegates witnessed the foundation of EFQM. Nowadays, the EFQM Forum is a once-a-year event in which over 400 business leaders congregate to learn, interact and network.

The Forum provides unique networking opportunities and is infused with the atmosphere of connecting and sharing that characterizes our events.

The EFQM Forum is always centered on the most relevant and current business topic. This year's theme will be "**Symphony of Excellence**". It will be all about leadership and people excellence. A strong employer brand, an attractive culture, the agility needed to adapt to change, connections to the digital world, autonomy and freedom at work will ensure your organisation attracts and engages people to develop their personal branding.

It will be the place to learn from experts, role model organisations, structured networking and deep dive sessions on how to build a sustainable human capital eco system. Participants will experience a totally new format spread over the two days.

The objectives of the EFQM Forum 2018 are to:

**Challenge.** Provide thought provoking presentations, set within the overarching Forum Theme, featuring speakers from across Europe and beyond, that challenge the current views of the audience and encourage them to make further improvements within their organisations.

**Celebrate.** The Forum and its Gala Event should evoke an atmosphere of celebration by marking and promoting the success of EFQM Excellence Award recipients and role models internationally.

**Network.** The full event from welcoming to closure should provide a multitude of networking activities to demonstrate how EFQM's network and its Forum Partners/Sponsors "Share what Works" between its Members.

**Visibility.** The event shall be professionally organised by an expert PCO and incorporate the good practices and customer input from previous years to build and enhance both EFQM and its Forum Sponsors' image and reputation. The event should also increase the external communication presence not just in the local area but internationally to build greater visibility about EFQM, its Forum Sponsors and the importance of Sustainable Excellence.



# EFQM Forum Sponsorship Benefits

## Brand your Organisation as a Sponsor

Associate your organisation with a high-end, executive conference; build awareness among more than 20,000 contacts and visitors to the EFQM Forum website and finally, meet and network with peers during breaks and lunches, all taking place in the foyer area where your sponsor table will be located.

## Connect with Experts from the Excellence field

The EFQM Forum will be attended by a group of senior executives from Europe and beyond, and from a wide variety of sectors, who are interested in learning about recipes on how leading organisations reach and sustain a high level of performance.

- 40 countries represented
- 20-30% from local organisations
- 10-15% from outside Europe
- 85% are from private sector, 15% from public sector
- 85% represent large organisations, 15% SMEs

### TOP / SENIOR EXECUTIVE PARTICIPANTS

BUSINESS EXCELLENCE MANAGER  
PLANT DIRECTOR  
RECTOR / DEAN  
CHAIRMAN / PRESIDENT  
QUALITY DIRECTOR

CHIEF EXECUTIVE OFFICER  
SUPPLY DEPARTMENT MANAGER  
CHIEF OPERATING OFFICER  
CHIEF INNOVATION OFFICER  
VICE PRESIDENT

BUSINESS UNIT DIRECTOR  
HR DIRECTOR  
PROJECT LEADER BUSINESS EXCELLENCE  
MARKETING & COMMUNICATION DIRECTOR  
AND MANY MORE...

### FROM A WIDE RANGE OF ORGANISATIONS

4B Akademi ABBABMS University Abu Dhabi police Acorde Consulting Aeroports de Lyon AFNOR Developpement Ahold Czech Republic a.s. APQ - Portuguese Association for Quality ARGE Consulting Ayuntamiento de Alcobendas Balance Boost Bbest BF Partners BMW Brilliance Automotive Ltd. BMW Plant Regensburg Bosch - VHIT SpA Bosch Bari Bosch Car Multimedia Portugal, S.A. Bosch Sanayi ve Ticaret AS Bosch Security Systems S.A. BP Associati Sri BQF Bradstow School Cabinet d'orthodontie BECKER & Associés Carl Zeiss SMT GmbH Catalyst Consulting Centre for Competitiveness China Association for Quality Christiansen - Reinventing organizations City of Glasgow College City of Helsinki / Construction Services / Stara Clariant Club Excelencia en Gestión Coca-Cola Icecek AS Codefe Comtec Quality, S.A. Comtrade Group Conceptual Quality Czech Society for Quality Dubai Electricity & Water Authority Dubai Properties Group Dubai Quality Group Dubai Roads and Transport Authority EDF Electrolux Italia Emirates Airlines Engineering Ingeneria Informatica SpA eracitlus srl ESBAS Aegean Free Zone Operating and Development Co. Esprix Excellence Suisse Etihad Airways Etisalat Eurofortis IT European Commission EUSKALIT EVALU ESENSE ApS Excellence Danmark Exciting Quality Approaches (EQA) Finnish Quality Association Foundation for Development of Wroclaw University of Economics Fundación Colombia Excelente GC Europe GC International AG Geriatriische Gesundheitszentren der Stadt Graz GHA Gutekunst KG Hamdan Bin Rashid Al Maktoum Awards Help2Improve Hirslanden Lausanne Hospital Universitario Infanta Elena IETT Infineon Technologies AG Initiative Ludwig-Erhard-Preis e.V. INK Iran EFQM Partner Jans & Hageñaars Advocaat KAQA Khalifa Fund for Enterprise Development Knowledge & Human Development Authority Kostwein Group KRBE GmbH Laatukeskus Excellence Finland Laurea University of Applied Sciences / Wuorikoski Ley hill solutions Lucerne University of Applied Sciences and Arts, President's Office Mando Corporation Poland Sp. z o.o. Metrology Institute of the Republic of Slovenia Metsä Fibre Mieschke Hofmann und Partner GmbH Moehwald GmbH - Bosch Group MPWIK S.A. National Center for Educational Quality Enhancement National Nuclear Regulator of South Africa Optima XXI Philips Lighting PosAm, spol. s r.o. PostNord plusresources Quality Austria Quality Scotland Recupel Renault-Nissan Consulting Responsible Investmentbanking RG2K Consulting Robert Bosch - Rodez Plant Robert Bosch Bamberg Plant Sakarya Üniversitesi Sanden International Europe SAQ Swiss Association for Quality SDEA Alsace-Moselle Seçkin Consultancy and Training Co. Ltd. Shawqi Sajwani Quality Consultants Siemens SIQ Slovak Society for Quality SMFC, Lda Solvay Sommar SSB Consult Schmidt & Bäuerle Stavropol State Agrarian University Sustainable Excellence Suva Swiss Excellence Forum Synergy Performance Middle East LLC Taheel Altamayuz Trading Company TECHNIP Corporate Services TECOM Group Telecom Italia Spa Tetra Pak Packaging Solutions Spa TOQUEX T-Systems Multimedia Solutions Ukrainian Association for Excellence and Quality Umicore Università di Roma Tor Vergata UNOPS VAMED-KMB Vienna University Volvo Cars Zamzam Society for Charitable and Voluntary Health Services ZF Padova

Sponsoring the EFQM Forum allows you to interact and network with target audiences and build visibility for your organisation. All sponsorships come with benefits, including acknowledgement on the Forum website, in the event's programme, and in a variety of verbal announcements, plus acknowledgement on slides prior to plenary sessions.

# EFQM Forum Sponsorship Packages

	PLATINUM	GOLD	SILVER	BRONZE	FORUM FRIENDS
EFQM Forum Tickets	10 <i>(front row reserved seats &amp; VIP access)</i>	5 <i>(front row reserved seats)</i>	2	1	1
Celebration Dinner Tickets	10 <i>(table in preferential position &amp; personalised with logo)</i>	8	6	2	1
Additional tickets to the Forum and Dinner	50% discounted rate	50% discounted rate	-	-	-
Advertorial in Forum programme	Full-page (A4)	Half-page (A5)	-	-	-
Advertorial in EFQM Excellence in Action magazine (Sept.)	Full-page (A4)	Half-page (A5)	-	-	-
Video interview to promote the organisation's journey to Excellence	3-min	1-min	-	-	-
Recognition as a sponsor on Forum website & link to the organisation's website	✓	✓	✓	✓	✓
Sponsor's logo on all Forum promotional material	✓	✓	✓	✓	✓
Sponsor's logo on a photo-call used during the Forum & Dinner for the official photos	✓	✓	✓	✓	-
Acknowledgement by the CEO of EFQM during welcome and closing	✓	✓	✓	✓	✓
A table for the sponsor to share information material	✓ <i>(Personalised space in the coffee zone)</i>	✓	✓	✓	-
	20,000€	12,000€	8,000€	4,000€	3,000€

## CUSTOM SPONSORSHIP PACKAGES

If you do not see a package that meets your needs as an EFQM Forum Sponsor, please contact us. We would like to hear from you about what you want in a customized sponsorship package that highlights your company and meets the needs of the EFQM Forum attendees.

# EFQM Forum Sponsorship Packages

## FORUM TICKETS

Access to the EFQM Forum on October 18<sup>th</sup> & 19<sup>th</sup>, taking place in the Hofburg, Vienna (Austria) and in additional venues in/around Vienna.

## CELEBRATION DINNER TICKETS

Access to the Celebration Dinner and the Award Ceremony, taking place in the Sofiensäle (Vienna) on Thursday, October 18<sup>th</sup> (19.00 – 24.00).

## ADDITIONAL TICKETS

Additional tickets for both the EFQM Forum and the Celebration Dinner are proposed at a 50% discounted rate (excl. VAT) for Platinum and Gold Sponsors. Standard ticket price for an EFQM Member is 1,100€.

## ONLINE AND ONSITE VISIBILITY

- Logo of sponsor's organisation included in all marketing and promotional material (e.g emailing, brochure, leaflet, social media)
- Logo and link of the sponsor organisation's website on [www.efqmforum.org](http://www.efqmforum.org) and on [m.efqmforum.org](http://m.efqmforum.org)
- Logo included on sponsor's banners at the EFQM Forum venue
- Logo included on sponsor's slide during the opening and closing of the conference

## VIDEO INTERVIEW (for Platinum & Gold sponsors)

For Platinum and Gold sponsors only. This video interview is your opportunity to showcase your organisation's journey toward Excellence. This interview will be included on the EFQM Forum website, as well as the main EFQM site and on various social media channels

## ADVERTORIAL (for Platinum & Gold sponsors)

An advertorial is an extended text advertisement that showcases the sponsor organisation's product or services or journey towards excellence but resembles an editorial in style and layout. The advertorial will be included in the final programme distributed to all attendees during the event and in the Excellence in Action magazine (September/October issue). The format should be for a full page: A4 – half page: A5, full colour – 300 DPI, file format: EPS or JPEG.

## A TABLE TO SHARE INFORMATION MATERIAL

A draped table will be set-up in the area where coffee breaks and lunches will take place. Your organisation will be able to interact with the delegates during breaks and meals. Feel free to bring a roll-up or any other promotional material as you see fit.

For Platinum or Gold sponsors: this option can be supplemented by a pop-up wall or a booth, should the organisation have its own available. (EFQM does not provide booth facilities).

# Additional Sponsorship Opportunities

## FORUM KEYNOTE SPEAKER

The programme usually features 1 to 4 keynote speakers, depending on the theme of the event. One or more of these speakers are hired by the Forum organisers through speakers' agencies and cost for delivering a speech, travel and accommodation is required. Visibility and exposure are provided through signage on the screen during the Forum, the programme and speaker's introduction on stage.

The sponsorship amount will depend on the speaker selection. Please contact us for more information.

## ADVERTISING OPPORTUNITY - €5,000

A one-page advertisement to be included in the EFQM Forum brochure and final programme (A4). These document is emailed, printed and distributed before and during the event to all delegates. The Forum brochure is sent out to over 20,000 contacts.

## BADGE LANYARD - €3,200

The lanyard will hold attendee badges and will be handed out to each attendee / participant. The lanyard will carry the sponsor organisation's branding and the EFQM logo. A maximum of 600 lanyards will be produced (the number will be adjusted according to the final number of attendees).

Please contact EFQM for additional information and to discuss the availability of sponsorship opportunities and customised sponsorship options.

Although a wide range of sponsorship opportunities are available, some are limited and are on a first-come, first-serve basis. Therefore, every effort will be made to assign sponsorship options according to your request. If the applied-for sponsorship option is no longer available, you may select another

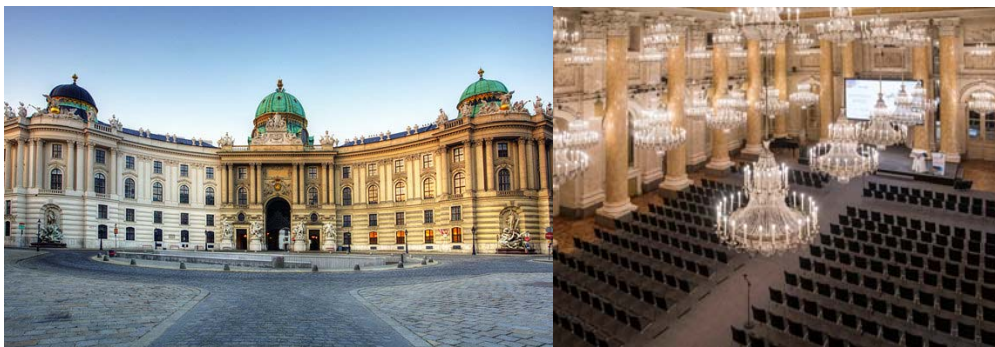


# The EFQM Forum Venue

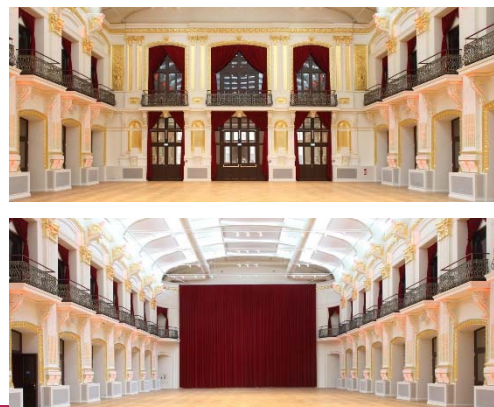
## Zeremoniensaal, Hofburg (Forum venue)

For centuries Vienna's imperial palace, the **Hofburg**, has been the seat of the Habsburgs, their principal imperial winter residence, as Schönbrunn Palace was the summer residence. Built in the 13<sup>th</sup> century and expanded in the centuries since, today the palace is the official residence and workplace of the President of Austria. A great deal of European history was written here...

The Habsburg Throne Room embodies, of course, regal majesty. Against this inspired setting, Napoleon asked Marie Louise, the Emperor's daughter, for her hand in marriage. The 26 double chandeliers of crystal glass illuminate festive gala banquets, celebratory balls and elegant congresses. The Zeremoniensaal is framed by the 24 surrounding Corinthian pillars in stucco lustro.



The **Celebration Dinner and EFQM Excellence Award Ceremony** will take place in the **Sofiensäle**. Built in 1826, it was named after Princess Sophie of Bavaria, the mother of Emperor Franz Josef I. It was originally used as a steam bath and known as the Sofienbad. Between 1845 and 1849, it was converted into a dance hall and renamed the Sofiensäle. Johann Strauss I regularly performed there and conducted at the opening ball of the house in 1848. Many of the Strauss family's waltzes were first performed there.



**WE ARE LOOKING FORWARD TO PARTNERING WITH YOU FOR A SUCCESSFUL EFQM FORUM 2018.**

We are happy to answer your questions and to further discuss sponsorship opportunities that fit your organisation's objectives.



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[m.efqmforum.org](http://m.efqmforum.org)