

**Risk-!n 2020**

# Risk-!n



## **SPONSORING PACKAGES**

**Bridge the silos  
to better manage risks!**

# Risk-!n

EVENTS FOR RISK PROFESSIONALS

#RISKIN20

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# WELCOME INTRODUCTION

## Dear Risk-In Sponsors,

Thanks to two years of success confirming the need for such a platform, it is with great pleasure we enter the 3rd year of existence of Risk-In.

2020 event is going to be a real step-up in bridging the silos. Risk-In is a truly multi-disciplinary and transverse and interactive conference bridging between Enterprise Risk Management, Security, Insurance and Resilience.

The interactive conference model, supported by various innovative formats (world café, workshops, round table, moderation and debate) are reinforcing the links between the delegates and the sponsors. Moreover, these interactive formats, allows participants and sponsors to demonstrate their expertise in constructive discussions.

In addition to the sponsoring packages we have planned to ensure the sponsors are being approached by the delegates

through an online survey helping them to identify you as a solution to their challenges.

With Antoine, we are happy to discuss your communications objectives and needs for 2020 and find a way to make your participation in Risk-In 2020 more impactful than you think.

**May the Risk be with you!**



**Stéphane Martin**  
*Risk-In Co-Founder*



**Dr. Antoine Lacombe**  
*Risk-In Co-Founder*



# GENERAL INFORMATION

## Risk-!n 2020

### When?

From 13 to 15 May 2020

Wednesday : **Risk-!n Satellites**

Thursday & Friday : **Risk-!n 2020**

### Where?

Sheraton Zurich hotel

Pfingstweidstrasse 100, **Zurich**

8005 Switzerland



## WHY BECOME A SPONSOR ?

Risk-In event has an increasing interest from leading European organizations.

### TARGET NUMBER OF PARTICIPANTS

**+250** 

Executive and Senior managers....

#### **Participant bring expertise from all four domains\*:**



➤ Enterprise Risk Management : 56%



➤ Security : 22%



➤ Insurance : 18%

➤ Resilience : 37%



➤ Others : 22%

For all details about Risk-In 2019 data, please refer to  
[Feedback Brochure Risk-In 2019](#).

\*Total exceeding 100% as attendees to Risk-In may be in charge of one or more processes listed.





# VISIBILITY THROUGH THE MARKETING CAMPAIGN

**Risk-In**  
EVENTS FOR RISK PROFESSIONALS

16 & 17 MAY 2020  
Basel, Switzerland

◆ SECURITY  
◆ INSURANCE  
◆ RESILIENCE  
◆ RISK MANAGEMENT

Meet our speakers,  
Have a look on the programme  
and  
**REGISTER**

**Andrea BONIME-BLANC**  
Founder and CEO  
GEC RISK ADVISORY

**Philipp AEBLY**  
CEO  
RepRisk

Dr. Andrea Bonime-Blanc is Founder/CEO of GEC Risk Advisory, a strategic governance, risk, ethics and cyber advisor, board member, and former global executive at Bentsen, Virent and PSC. She serves as Independent Ethics Advisor to the Financial Oversight and Management Board for Puerto Rico and Startup Mentor at Plug & Play Tech Center. She is Life Member of the Council on Foreign Relations, Governance Leadership Fellow/Faculty at the National Association of Corporate Directors and a professor at NYU. Andrea speaks internationally (including at Davos and the OECD), and is author of numerous books including The Reputation Risk Handbook (2014), Emerging Practices in Cyber Risk Governance (2015), co-author of The Artificial Intelligence Imperative (2016) and known to Bloomberg View, London, Translating Risk into Resilience and Value (2019). She holds a PhD in Political Science and Law Doctor (in Law) from Columbia University, was born and raised in Germany and Spain and lives in New York City.

Dr. Philipp Aebly is CEO of RepRisk and previously held the position of Chief Operating Officer and Managing Partner. Before joining RepRisk in 2006, he served in various managerial positions across Europe at Alipha, a global biopharmaceutical firm, and worked on a broad range of international assignments with the Boston Consulting Group. Philipp holds a PhD in Environmental Physics and a Master's degree in Climatology from the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland. Philipp is a member of the Global Advisory Council of Cornerstone Capital Inc. and of the Business Advisory Board of the Swiss Peace Foundation. He was on the Board of Directors of the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland.

RepRisk and GEC Risk Advisory have also coauthored a series of ESG, Environmental, Social and Governance Reputation Risk Reports. You can download one of their former Joint Special Report on Tesla Motors [here](#). Do not hesitate to contact them for further information.

- Programme advertisement
  - Online presence
  - Social Media dedicated campaign
- Twitter:** #RISKIN20  
**LinkedIn:** Risk-in conference
- Newsletter reaching close to 10.000 professionals

**16 & 17 MAY 2020**  
**Risk-In**  
EVENTS FOR RISK PROFESSIONALS

◆ SECURITY  
◆ INSURANCE  
◆ RESILIENCE  
◆ RISK MANAGEMENT

**EXCLUSIVE OFFERS FROM SPONSORS AND PARTNERS**

<p><b>VIRTUESPARK</b> 15% discount on our bespoke CRITICAL INCIDENT SIMULATION EXERCISES</p> <p><b>WHERE TO COLLECT IT?</b> At our stand in Hall 10.19</p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 31 May 2020</p>	<p><b>REAL BCP</b> 10% discount on Real BCP modules</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@realbcp.com">info@realbcp.com</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 September 2020</p>	<p><b>GEC Risk Advisory</b> 10% discount on GEC Risk Advisory modules</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@gecra.ch">info@gecra.ch</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 September 2020</p>
<p><b>INTERNATIONAL</b> 15% discount on our bespoke CRITICAL INCIDENT SIMULATION EXERCISES</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@international.ch">info@international.ch</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 May 2020</p>	<p><b>Luxpitality</b> Free seminar for food, beverage and hotel professionals</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@luxpitality.com">info@luxpitality.com</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 September 2020</p>	<p><b>Globesuite</b> 15% OFF on all Globesuite Modules</p> <p><b>WHERE TO COLLECT IT?</b> At our stand during Risk-In 2020</p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 September 2020</p>
<p><b>DELTA</b> 15% discount on Delta modules</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@delta.ch">info@delta.ch</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 31 December 2020</p>	<p><b>CHR</b> 15% discount on CHR modules</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@chr.ch">info@chr.ch</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 30 May 2020</p>	<p><b>IIS</b> 15% discount on IIS modules</p> <p><b>WHERE TO COLLECT IT?</b> Through sending an email with RISKIN20 code to <a href="mailto:info@iis.ch">info@iis.ch</a></p> <p><b>THE OFFER IS VALID UNTIL WHEN?</b> 1 October 2020</p>

**radar**  
15% discount on radar modules

**WHERE TO COLLECT IT?**  
Through sending an email with RISKIN20 code to [info@radar.ch](mailto:info@radar.ch)

**THE OFFER IS VALID UNTIL WHEN?**  
30 June 2020

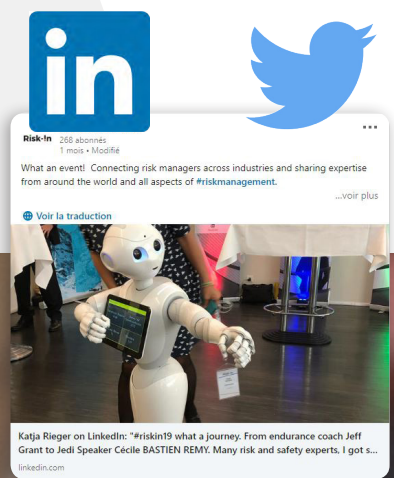
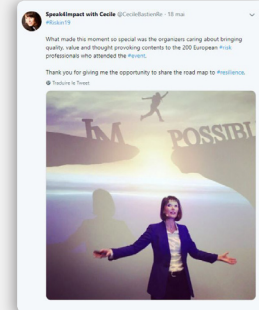
**Risk-In**  
EVENTS FOR RISK PROFESSIONALS

**Sponsors 2020**

**Programme**

**DAY 1**  
16 MAY 2020

**DAY 2**  
17 MAY 2020



## VISIBILITY THROUGH THE EVENT



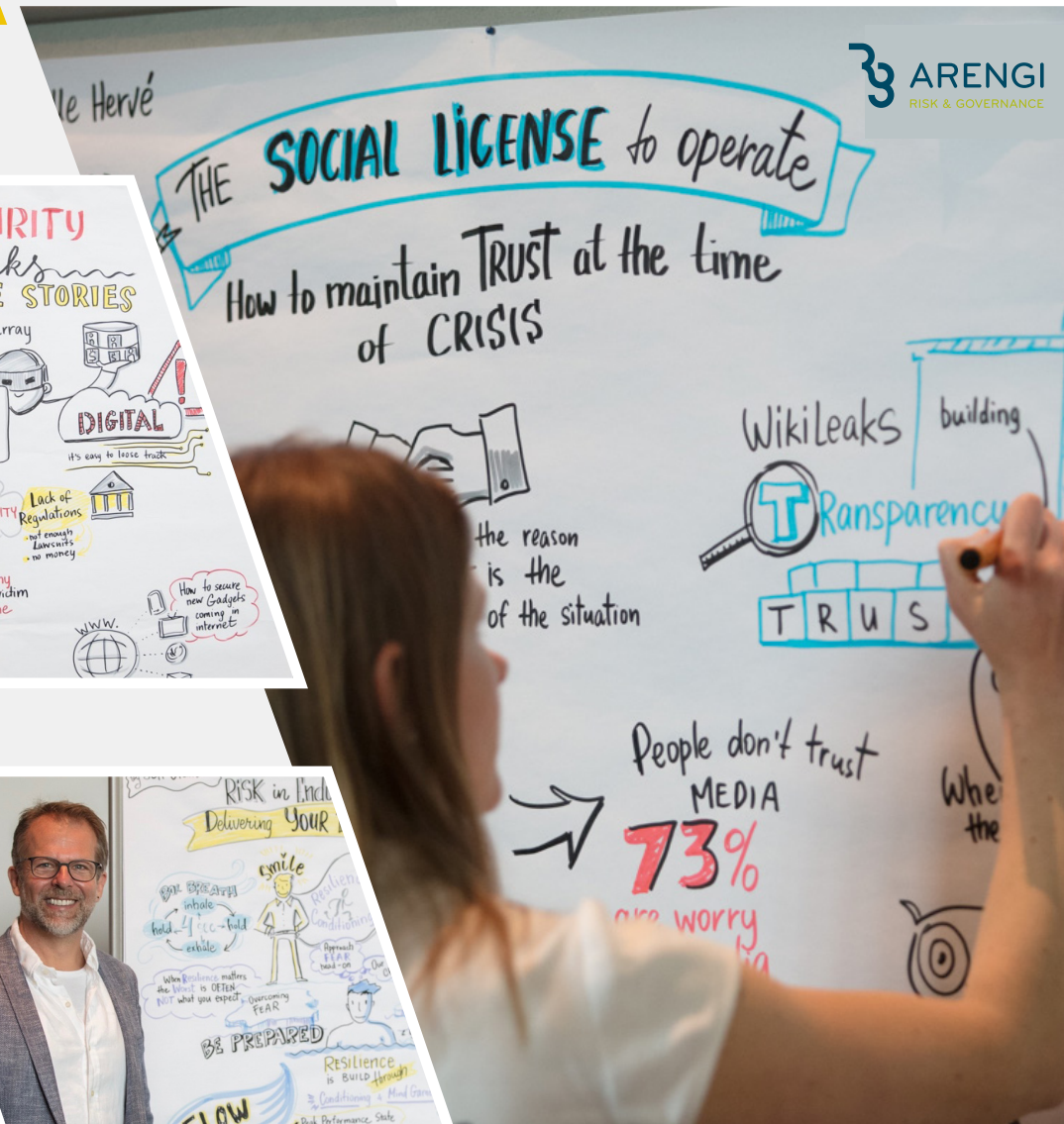
- Stand
- Session with speaker & moderator
- Logo in between session slide
- Logo on Sponsor wall





# VISIBILITY THROUGH THE EVENT

## ➤ Graphic recording





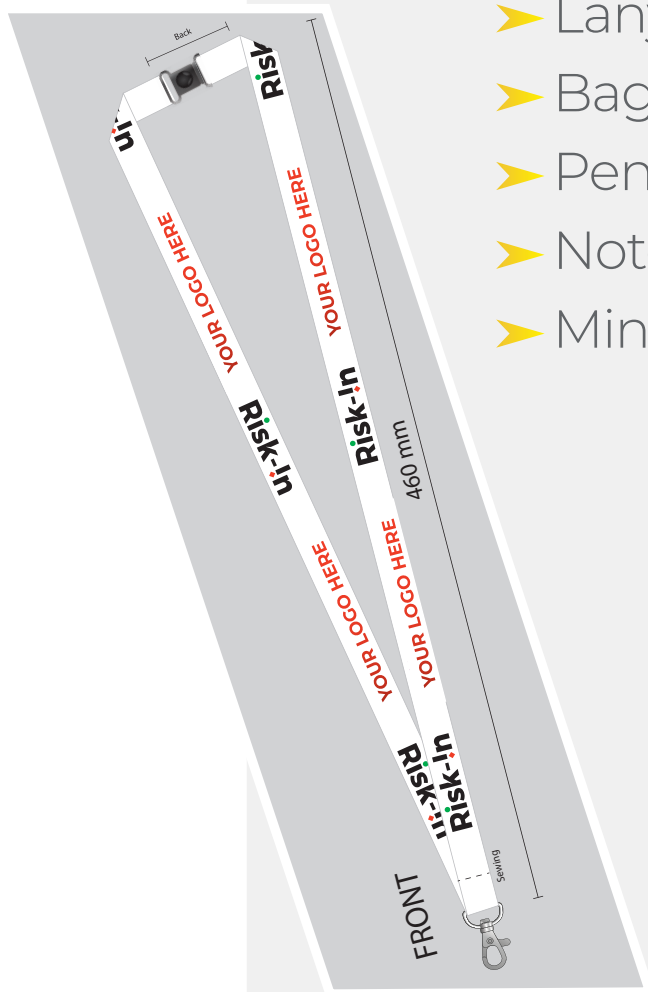
## VISIBILITY THROUGH THE EVENT

- Logo sponsor on Conference bag
- «Catch-a-box» microphone
- Branded Wifi network to all participants



## VISIBILITY BY OBJECTS

- Lanyards
- Bag inserts
- Pens
- Notebook
- Mini beach-flags





## CREATE YOUR OWN EVENT

- Branded welcome coffee
- Branded cocktail Aperero riche  
Networking event
- Sponsor your Risk-In satellite session



## AND MORE ADVANTAGES

- Delegate list
- Free badges for your staff
- Free badges for your invitees
- Promotional code for your invitees
- Promotional code Risk-In Satellite
- Prime access to sponsoring options





22 000 CHF

## PLATINUM SPONSORS



- Risk-In to communicate **sponsors' contact details** to participants interested sponsor expertise
- **Logo** and acknowledgement in **between session slide**
- **Logo** on **Sponsor wall**
- **Delegate list with** email
- 4 Sponsors **Staff free badges**
- 5 Sponsor's **Invitees free badge**
- - 35 % **promotional code** for sponsor's invitees
- Logo and acknowledgment on **online communication**
- **Stand** with choice of location
- **Newsletter** dedicated communication campaign
- **Speaker session in Risk-In programme**  
(approved by the Steering Committee)
- **Bag inserts**
- **Advertising page** in printed programme - Back cover page
- **Logo** on **Conference bag**
- **Social Media** dedicated campaign
- - 40% on **Sponsoring options**
- **Risk-In satellite session** - Wednesday afternoon - 2h

## GOLD SPONSORS

15 000 CHF

- Risk-In to communicate **sponsors' contact details** to participants interested sponsor expertise
- **Logo** and acknowledgement in **between session slide**
- **Logo** on **Sponsor wall**
- **Delegate list with** email
- 3 Sponsors **Staff free badges**
- 2 Sponsor's **Invitees free badge**
- - 25 % **Promotional code** for sponsor's invitees
- Logo and acknowledgement on **online communication**
- **Stand** with choice of location
- **Newsletter** dedicated communication campaign
- **Speaker session in Risk-In programme**  
(approved by the Steering Committee)
- **Bag inserts**
- **Advertising page** in printed programme - Inside front cover page
- **Logo** on **Conference bag**
- **Social Media** dedicated campaign
- - 20% on **Sponsoring options**





7 500 CHF

## SILVER SPONSORS

- Risk-In to communicate **sponsors' contact details** to participants interested sponsor expertise
- **Logo** and acknowledgement in **between session slide**
- **Logo** on **Sponsor wall**
- **Delegate list without** email
- 2 Sponsors **Staff free badges**
- 1 Sponsor's **Invitees free badge**
- - 25 % **Promotional code** for sponsor's invitees
- Logo and acknowledgment on **online communication**
- **Stand**
- **Newsletter** dedicated communication campaign
- **Speaker session in Risk-In programme**  
(approved by the Steering Committee)
- **Bag inserts**
- **Advertising page** in printed programme - Inside page



## BRONZE SPONSORS


3 000 CHF

- Risk-In to communicate **sponsors' contact details** to participants interested sponsor expertise
- **Logo** and acknowledgement in **between session slide**
- **Logo** on **Sponsor wall**
- **Delegate list without** email
- 2 Sponsors **Staff free badges**
- 1 Sponsor's **Invitees free badge**
- - 25 % **Promotional code** for sponsor's invitees
- Logo and acknowledgment on **online communication**
- **Stand**





## SPONSORING OPTIONS

- 
- Graphic **recording** - 1 session CHF 500
  - **Cocktail** Aperero riche / Networking **event** CHF 6 500
  - **Branded Wifi** network to all participants CHF 1 500
  - Welcome **coffee** - 1 morning CHF 1 000
  - **«Catch-a-box»** microphone - 2 days CHF 2 500
  - **Pens** CHF 1 500
  - **Notebook** CHF 1 000
  - Programme **outside back cover** advertisement CHF 2 000
  - Programme **inside front cover** advertisement CHF 1 500
  - Programme **inside back cover** advertisement CHF 850
  - Programme **inside page** advertisement CHF 500
  - **Lanyards** CHF 1 500
  - **Risk-In Satellite meeting**  
*Wednesday afternoon (2 hours)* **Contact us**

# SPONSORING PACKAGES

At Risk-In 2020, the delegates from previous events will be contacted to **vote for the topics** they would like to see during the conference, thus influencing on the programme.

This vote should be linked to challenges they encounter in their jobs.

Following their wishes Risk-In team will send them the contact details of the sponsors with a specific expertise linked to their challenges



	PLATINIUM	GOLD	SILVER	BRONZE
Risk-In to communicate <b>sponsors' contact details</b> to participants interested in sponsor's expertise	X	X	X	X
<b>Logo</b> and acknowledgement in <b>between session slide</b>	X	X	X	X
<b>Logo</b> on <b>Sponsor wall</b>	X	X	X	X
<b>Delegate list</b>	email	email	Without emails	Without emails
Sponsors <b>Staff free badges</b>	4	3	2	2
Sponsor's <b>Invitees free badge</b>	5	2	1	1
<b>Promotional code</b> for sponsor's invitees	35%	25%	25%	25%
Logo and acknowledgment <b>on online communication</b>	X	X	X	X
<b>Stand</b>	Choice of location	Choice of location	X	X
<b>Dedicated Newsletter campaign</b>	X	X	X	
<b>Speaker session in Risk-In programme</b> (approved by the Steering Committee)	X	X	X	
<b>Bag inserts</b>	X	X	X	
<b>Advertising page</b> in printed programme	Back cover page	Inside front cover page	Inside page	
<b>Logo</b> on <b>Conference bag</b>	X	X	X	
<b>Social Media</b> dedicated campaign	X	X	X	
<b>Sponsoring options</b>	- 40%	-20%		
<b>Risk-In satellite session</b> Wednesday afternoon - 2h	X			
<b>PRICE</b> (VAT excl.)	22 000 CHF	15 000 CHF	7 500 CHF	3 000 CHF



# CONTACT

# Risk-!n 2020



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