

The CMCE Research Awards 2019

– Sponsor Brief –

SPONSORSHIP OF A RESEARCH AWARD provides a unique promotional opportunity to highlight engagement in a specific area of consulting practice.

ONE OF THE AIMS OF the Centre for Management Consulting Excellence is to develop consulting performance by promulgating research that is of interest and value to management consultants.

IN PAST YEARS THIS HAS been done successfully by the Centre's parent, the City-based Worshipful Company of Management Consultants, through the award of the Urwick Cup. The launch this year of the Centre's Research Awards builds on this and the Awards will be presented at a conference to be held at Goodenough College on the afternoon and evening of Tuesday 12 November 2019.

THERE WILL BE 3 awards in the following categories:

- Technology and consulting: recent developments in technologies and their relevance to consultancy
- The changing environment of the consultant: the demands that changes in society and the business environment are placing on consultants and the need for new skills to complement the consultant's timeless 'soft skills' and new methodologies
- Client-consultant relationships: issues around governance, trust, integrity, social responsibility and ethics and the implications of these for consultancy

The winners of each of the awards will be required to present a paper at the conference. Each of the Research Awards will be sponsored and sponsors of an award can influence the choice of both the research area as well as the winner of the award. This provides the opportunity to promote an area of interest both through publicity and by inviting clients along to a high profile event.

THE CENTRE IS COOPERATING WITH the British Academy of Management in identifying suitable research work for shortlisting. Winners will be selected by a panel drawn from the Centre and from the respective sponsor.

AT THE CONFERENCE EACH OF the winners of an Award will be introduced by the sponsor

of that specific Award, who will introduce their business, their interest in the subject in which the award has been made and the reasons for the selection of the winner of the award. The winner will then present a paper, after which there will be a discussion among conference participants. Each of these sessions will be for an hour per award. We hope to have an attendance of more than 100 people including a number of students from Goodenough College. There would be a keynote speech to open the conference from a public figure, and a closing speaker, probably from the British Academy of Management.

THE CONFERENCE WILL FINISH WITH a reception at which the Master of the Worshipful Company of Management Consultants will present the Urwick Cup.

SPONSORSHIP WOULD COST £2,500 AND would include:

- Exclusive rights to sponsorship in the specific subject area you have designated
- Feature in all publications promoting and relating to the conference showing your relationship with this subject area
- A number of free places at the event to which you can bring colleagues and clients, thereby supporting both training and marketing objectives
- Being involved in the selection of the prize winner in your category from a shortlist
- Showcasing your business at the conference in introducing the prize and the winning paper

WE WOULD HOPE ALSO TO have fostered an ongoing relationship between the research team and the related sponsoring business.

SPONSORSHIP OF THE RECEPTION IS ALSO AVAILABLE AT £2,500 AND would include:

- Featuring in all publications promoting and relating to the conference and specifically to the award of the Urwick Cup
- A number of free places at the event to which you can bring colleagues and clients, thereby supporting both training and marketing objectives
- Showcasing your business at the reception