



STRATEGIC PARTNER PACKAGE 2023



ABOUT THE GSA

Who we are

The Global Sourcing Association is a social enterprise striving to make a difference and promote positive change across the technology and business services industry. Trusted by sourcing professionals for 35 years, the GSA is the consistent voice for the future of the industry and the professionals working within it; promoting sustainable and ethical sourcing to create a positive future for our businesses and our shared planet.

What we do

The GSA dedicates itself to encouraging partnership and collaboration across the sourcing industry to allow sourcing professionals to develop themselves and their teams to perform to the best of their ability.

Through best practice guides, engaging workshops, thought provoking events, consistent content, peer to peer roundtable discussions, networking across a passionate global community and professional development for all stages of career progression; the GSA is the beating heart of the sourcing community. The best performing companies have a strategic sourcing function; the GSA gives you the ability to perform better than ever before.

Our Vision

Our ambitious vision aims to redefine the role of sourcing in the global economy. We aim to create and promote a fairer, more inclusive, and more balanced sourcing ecosystem that motivates, excites and engages sourcing professionals, as well as providing them with the learning and development they need to succeed.





BECOME A STRATEGIC PARTNER FOR 2023

Partnering with the GSA for 2023 will create the perfect environment for you to connect, network and share insights and learning with industry professionals and senior executives, as well as meet potential industry partners and collaborators across the UK and globally. Collaborating with the GSA for the 2023 event programme positions you as a Partner alongside the GSA, not just a sponsor or an exhibitor. We take the time to understand your targets, and then leverage our extensive marketing experience to ensure there is a dedicated focus on your brand and value proposition in the run up to, during and after the events.

Because every business has very specific requirements, we have included an example of what the strategic partner programme could look like for you in this document, but the package can be bespoke tailored to meet your needs. The inclusions outlined in this document are provided to give you an idea of what your designated budget might provide.

You will be positioned as a partner for each of the events in our programme, raising your visibility across any of our key topics in our 2023 Manifesto. The programme is guaranteed to offer brand visibility, positive profile and new contacts, being a key enhancement to your current marketing programme as well as positioning you as a key ambassador for the sourcing industry.

Don't miss out on this excellent opportunity to not only assert your brand and value proposition among the best sourcing community but work along a social enterprise striving to make a difference and create positive change towards a more sustainable future for the Global Technology and Business Services Industry. Show your passion for creating social value in the sourcing industry; and you'll be rewarded with a top position on our social value leaderboard!

Corporate paid members get 10% off all partner package costs!

THE AUDIENCE

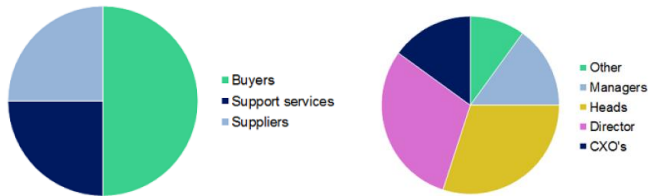
Who are our Corporate Members?

GSA Buyside Members are organisations committed to the very best practices in partnering, are passionate about their teams and developing their teams and are incorporating sustainable sourcing, to be a force for good. Our buyside members understand the importance of mutually aligned objectives and treat their providers as trusted partners to create the ultimate value for business.

Our Service Provider and Advisor Members are organisations who care about the future of the industry and work with us to improve reputation and therefore grow its reach; safeguarding the future of the industry and those within it.

Who Attends the Events?

The Festival of Sourcing and the Symposium will attract up to 250 professionals each, spanning the entire sourcing eco-system of buyers, providers, advisors, vendors and destinations and will have an outreach to our community of 10,000+ contacts in the industry. Our target breakdown is 50% buyers and 50% suppliers / support services.



Previous Attendees of the Festival of Sourcing and GSA Strategic Sourcing Symposium have Included:

Aberdeen Standard Investment | Adetiq | Aegon | Avaro | Ascensos | Ashurst LLP | AstraZeneca | Automation Anywhere | Aviva | Bank of Ireland | BBC | Blue Prism | British Council | Capgemini | CGI | CMS | Cognizant | Concentrix | Crown Commercial Services | Davies Group | DXC UK | Everest Group | Eversheds Sutherland | EXL Service | Facebook | Gartner | GWLE | John Lewis | KPMG | Legal & General | Macfarlanes LLP | Ministry of Justice | NS&I | NHS Shared Business Services | Peru Consulting | PwC | RELX | Santander | Sitel | Southern Water | Specsavers | Sutherland Global | Teleperformance | The White Company | TTEC | Vodafone | Zurich





THE FESTIVAL OF

SOURCING

WITH SOCIAL SOURCING AT IT'S HEART

RAVENS AIT, KINGSTON UPON THAMES | 13th JUNE 2023



About the Festival of Sourcing

After the great success of the event in 2022, The Festival of Sourcing is back! If you didn't join us last year, The Festival of Sourcing is a dynamically driven, networking rich, one-of-a-kind immersive experience, jam packed with valuable content, delivered by a whole host of expert speakers – a complete showcase of thought leadership and best practice, as well as a celebration of our industry.

We will take a glance back at how far the industry has come, but more importantly look forward, setting the vision and voice for the future of strategic sourcing and the delivery of global technology and business services. This will be THE MUST ATTEND event of 2023.

The theme for 2023 is Social Sourcing, one of the main pillars covered in the GSA's 2023 Manifesto. Topics covered include but aren't limited to:

- Service Provider Sustainability
- Environment and The Journey to Net Zero
- Impact Sourcing
- Supplier Diversity
- Responsible Automation
- Ethical Sourcing

[WATCH THE 2022
CONTENT HERE](#)

Here's what last years attendees have to say:

"Fabulous event and wonderfully well organised, with some really insightful speakers"
Tracey Bellamy, Head of IT Procurement and Vendor Management, Zurich Financial Services

"GSA has made an invaluable contribution to both buyers and suppliers, by bringing them together and guiding them through both challenges and opportunities with shared wisdom. Their events have helped widen networks and share knowledge and experience among peers."

Lasantha Gunatilaka, Supplier Manager, British Council

"Fantastic job, GSA team! Kudos and keep it up!"

Hemant Puthli MD & Partner, Neo Group Inc.

"What a great event in a great location! Instead of somewhat boring black tie / strictly business events you have a freedom of self-expression and free fun communication with your peers! A great addition to the good business and social discussions and conversations!"

Boris Kontsevoi, President, Intetics Inc.



STRATEGIC SOURCING SYMPOSIUM 2023

21ST NOVEMBER | LONDON

[WATCH THE 2022
CONTENT HERE](#)

The GSA's annual Symposium has a more corporate vibe to the Festival of Sourcing, taking a laser-focus view on our changing industry and providing thought leadership and best practice to guide the industry through the clear opportunities and many challenges that lie ahead. The Symposium also culminates the work of the GSA throughout the year and delivers thought leadership through keynotes from industry leaders, panel discussions, launches of GSA best practice guides, fireside chats and more.

This year's symposium will have content based around the key pillars that make up the GSA 2023 Manifesto including global best practice, innovation, talent and social sourcing. The symposium will also help shape the content covered by the GSA in 2024.

"Really enjoyed the event, well done!" - Sonali Samani, Head of ESG, International Workplace Group (IWG)

"Thought it was great, got more out of it than other procurement events I've attended." - Oliver Cain, Buyer at AMEX

"This was my first time attending a GSA event and I was very impressed with the organisation and content. I loved the short and very targeted presentations, and great thought-provoking content." - Peter Zerp, Supplier Inclusion & Diversity Lead, Accenture

"Most, if not all, speakers were highly knowledgeable and spoke with confidence about their respective topics." - Hemant Puthli, MD & Partner, Neo Group





UK AWARDS 2023



It's the 19th year of the UK awards programme; the original and most highly respected and coveted awards within the sourcing industry.

The GSA UK Awards focus on companies and projects in the global technology and business services industry and there really is a category for everyone across the sourcing ecosystem including the sought after Service Provider of the Year, Enterprise Buyer of the Year, Law Firm of the Year, Analyst Firm of the Year and Start Up of the Year.

KEY DATES:

Submissions Open: 13th January
Submissions Close: 28th April
Shortlist Announced: 12th May
Live Judging: w/c 22nd May
Awards Ceremony: 29th June

[TAKE A LOOK AT
LAST YEARS
WINNERS](#)

The Awards are announced at a gala black tie awards dinner in London.

PROFESSIONAL AWARDS 2023



The GSA Professional Awards is a dedicated awards programme that celebrates the talent of individuals and teams who deliver significant value to the global sourcing industry.

As well as being the GSA's 35th anniversary, 2022 constitutes the Awards' 10th year and are a distinct set of accolades recognizing talent and application of best practice across the sourcing industry (outsourcing, insourcing, global business services, shared services and automation), showcasing individuals and function teams who make a big difference but remain largely unsung in the wider context of the global sourcing industry.

Submissions for GSA Professional Awards open at the end of July and the awards celebration will take place straight after the GSA Strategic Sourcing Symposium on the 21st November.

[TAKE A LOOK AT
LAST YEARS
WINNERS](#)



THE GOLD PACKAGE

£30,000+VAT (worth £45,000+VAT)

- A case study led speaking platform on a topic of your choice at both the Festival of Sourcing and the Strategic Sourcing Symposium
- Opportunity to chair a workstream of your choice alongside the GSA with the output being the development of a best practice guide to be published alongside the GSA
- Opportunity to film a SourcingTV interview with CEO of the GSA, Kerry Hallard, in the run up to either of the events, on a topic of your choice, with full reproduction rights
- A private festival gazebo at the Festival of Sourcing for meetings and promotional collateral
- Inclusion on the partners logo listing throughout the UK Awards, Festival, Symposium and Professional Awards, in the run up to all events and on the webpages for all events
- Inclusion in promotional direct email broadcast alongside all other partners, post events to all registered attendees.
- Promotion of your logo and mentions in posts across GSA social media platforms
- Space for a 400 word thought leadership piece in event e-brochure
- 5 delegate passes to each of the events
- Opportunity to sponsor a category of your choice at both the GSA UK Awards & GSA Professional Awards, which includes the opportunity to present the award at the ceremony
- VIP Table of 10 at the GSA UK Awards
- 5 tickets to the GSA Professional Awards Celebration to follow the GSA Strategic Sourcing Symposium
- Full GSA Membership



THE SILVER PACKAGE

£10,000+VAT (worth £14,000+VAT)

If you're looking for something for a lower budget, the silver package is for you, and will get you exposure at the Festival of Sourcing and the GSA Strategic Sourcing Symposium.

Don't forget, if you want to pick and choose from our inclusions, we can put together a bespoke package that will suit your needs and budget.

- A case study led speaking platform on a topic of your choice at both the Festival of Sourcing and the Strategic Sourcing Symposium
- Opportunity to film a SourcingTV interview with CEO of the GSA, Kerry Hallard, in the run up to either of the events, on a topic of your choice, with full reproduction rights
- Inclusion on the partners logo listing throughout the UK Awards, Festival, Symposium and Professional Awards, in the run up to all events and on the webpages for all events
- Inclusion in promotional direct email broadcast alongside all other partners, post events to all registered attendees.
- Promotion of your logo and mentions in posts across GSA social media platforms
- Space for a 400 word thought leadership piece in event e-brochure
- 2 delegate passes to each of the events

