



2-3 November 2021

The New Statesman Fintech Summit 2021

Our esteemed speakers, sponsors and delegates will gather for two days to discuss the changing banking landscape and the future of Fintech.

The rise of fintech has dramatic implications across multiple areas of business and personal life. The impact of new technology on the centuries-old traditions of banking and finance goes far beyond the walls of the financial market-place.

From disrupting established supply chains and enabling more even capital allocation, to enabling greater financial inclusion and contributing to the growth of a borderless, digital economy, its potential should not be underestimated. Much less the opportunity.

As the shake out between traditional banks and fintech innovators rattles on, the 4th New Statesman Fintech Summit discusses some of the important questions that need to be answered as the global digital economy enters a new, pivotal phase.

What to expect from the event

Key Topics

■ **Customer Experience:**

Improving customer experience is one of the top priorities of the industry and a game changer for banks. We can discuss personalisation, omni channel customer service.

■ **Financial Inclusion:**

More than 2 billion people are excluded from the formal financial services industry. The financial inclusion strategy is increasingly making use of new technologies provided by fintech.

■ **Biometric Technologies:**

Biometric technology plays an important role to Fintech. It is a rare great mix between security, convenience and customer experience.

■ **Open Banking and PSD2:**

What are the best approaches and attitudes for success in the open reality?

■ **Autonomous Finance:**

Autonomous finance is a new type of financial experience that with the help of data and artificial intelligence will help customer to achieve their financial goals.

■ **Artificial Intelligence:**

AI is one of the most important tools in Fintech and is key to the digital revolution. It has the potential to eliminate human error in banking procedures and can provide incredible details on customer demands.

■ **Blockchain:**

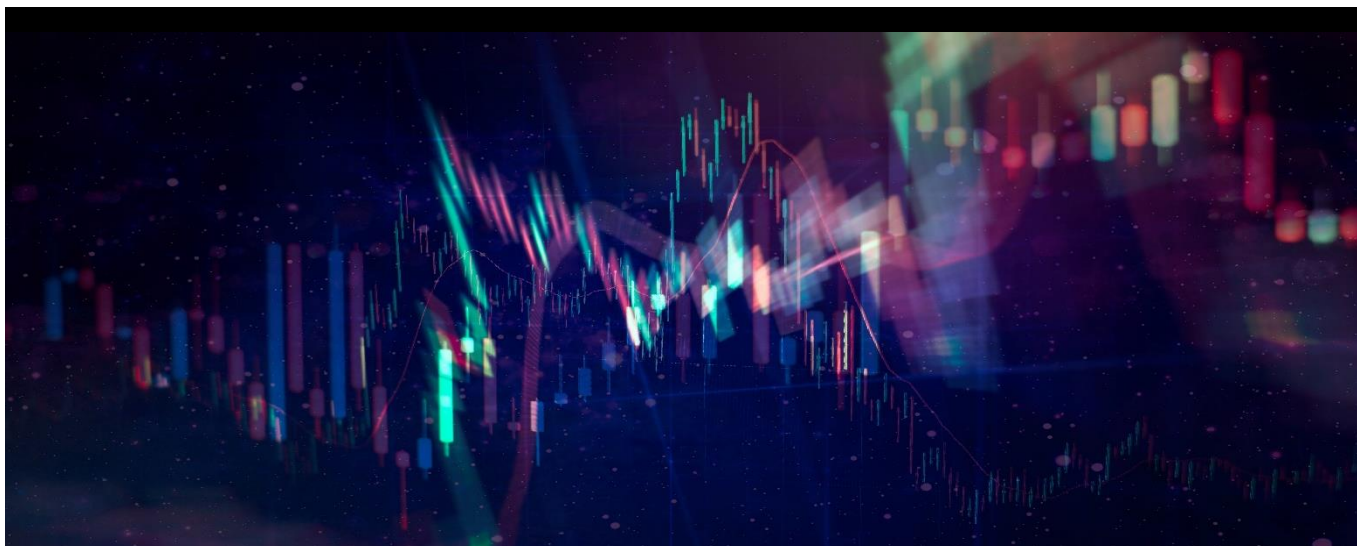
From secured payments to cryptography blockchain technology is revolutionising Fintech. It can be a game changer for ultra-secure payments and transactions without the need for intermediaries.

■ **Regtech and Compliance:**

With continued normalisation of remote working, companies will rely on technology tools to secure collaboration platforms and ensure they are aligned with compliance, privacy, and conduct obligations from GDPR. Educating compliance teams that RegTech can empower their organisations.

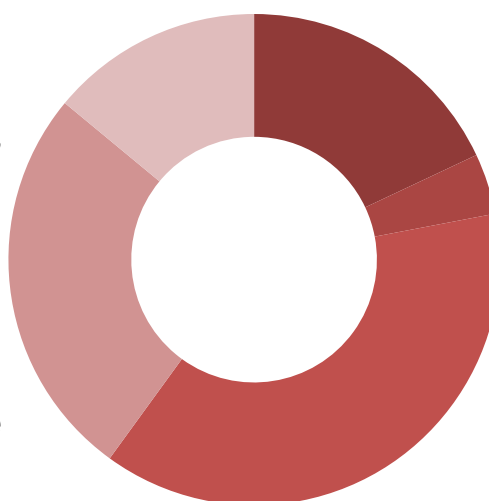
** Please note the agenda timings and content are an initial reference and are subject to change.*





Our Audience

The audience will include CIOs, CTOs, COOs, CDOs, Heads of innovation, digital, IT infrastructure, data analysts, customer experience executives, payments and mobile banking directors and digital transformation specialists from a range of financial institutions including retail, investment and commercial banks, as well as online banks and insurance companies.



- CEO, COO, CIO & CCO
- Vice President
- Head of Department
- Director
- Senior Managers

Fintech Summit 2020 offered thought-provoking content and fostered networking opportunities for delegates from companies such as **Santander, Metro Bank, Virgin Money, Lloyds banking group, Aviva, NatWest, Atom Bank, Barclays, Deutsche Bank, Bank of America, Visa and Morgan Stanley**

Why Sponsor?

Sponsor this event to network with potential clients and partners, get face-to-face time with your target audience, promote your brand and showcase your product. Delegates will have the chance to understand future trends in the industry, take part in dedicated networking opportunities, see the latest technology and innovations, to hear senior speakers sharing case studies and insight across the financial industry sector.

Previous Speakers

We have pulled together an all-star line-up of market leaders including:



Janet Adams
Head of Strategic Projects and Performance, SME, TSB Bank



Germain Bahri
Digital Banking Consultant, Fidor AG



David Birch
Author, Advisor and Commentator on Digital Financial Services



Anne Boden
CEO, Starling



David Brear
CEO, 11:FS



Nick Cook
Director of Innovation, FCA



Ronit Ghose
Global Sector Head for Banks Research, Co-Head of the FinTech Group and Head of MENA Research, Citi



Francis Gross
Senior Advisor, European Central Bank



Alison Harwood
Head of London Branch, Varengold Bank



Sean Hunter
Chief Information Officer, Oaknorth



Ritesh Jain
Technology Leader | Former COO, HSBC | Advisor to HBR, G20 GPFI, CFTE



Tunde Kehinde
Co-Founder, Lidya



Marion King
Payments Director, Natwest



Jason Maude
Chief Technology Advocate, Starling Bank



Chris Skinner
Independent Commentator, Best-selling Author, and Chair of the Financial Services Club



Angela Johnson de Wet
Head of Risk across New Technology and Technology Change, Lloyds Banking

Sponsorship Packages

Associate Sponsors

Tiers of Associate Level:

Platinum – 30 mins presentation slot and 4 delegate pass

Gold – 20 mins presentation slot and 3 delegate passes

Silver – 15 mins presentation slot and 2 delegate passes

Panel – Seat on one of the panels and 2 delegate passes

Spotlight - 10 mins presentation slot and 2 delegate passes

Bronze – Without presentation and 2 delegate passes

All to include the following;

PRE-EVENT

- Branding on all marketing collateral for the event including all online advertising and email marketing
- Branding on event landing page where all delegate traffic is fielded through for registration purposes and throughout online event, clearly identifying Event Partner – including logo, linked URL, company bio and social media handles linked
- Logo included in event visual graphics
- Full contact details of all registered delegates provided on day of event

DURING

- Opportunity to upload up to 8 pieces of content in the Resource centre
- Pre-recorded presentation to be hosted within resource centre, as a link within the Auditorium and promoted by the editor during the live event. We will run a dedicated marketing campaign to promote the presentation pre and post event - *thought market leadership style or case study presentation

POST-EVENT

- Full contact details of all attending delegates provided 24 hours after the event
- Full reporting and analytics on delegates including any delegate interaction post event
- Associate sponsor branding on post-event highlights video - shared across social media platforms
- Post on social media tagging all event partners with on-demand link
- Email and social media campaign to encourage on-demand interaction for 30 days post-event

Sponsorship Packages

Headline Sponsor

PRE-EVENT

- Align your company brand with our conference programme led by market leading editors – with themes, discussions, thought-leadership and audience engagement facilitated by a team of experienced event organisers
- Present your brand and position your senior representatives in front of our top tier delegates and decision makers
- Branding on all event marketing collateral, clearly identifying Headline Sponsor
- Branding on event landing page where all delegate traffic is fielded through for registration purposes and throughout online event, clearly identifying Headline Sponsor – including logo, linked URL, company bio and social media handles linked
- Headline sponsor can provide a wish list of companies and key job roles for our dedicated delegate acquisition team to directly target in their acquisition campaign

Marketing campaign in the lead up to the event:

Social Media

- Brand/Company introduction - post with brand image, logo and sponsorship title - tagging the company handle
- Brand/Company promotional video/content post shared across social media accounts with social handle inclusion and sponsorship title mention
- Headline Sponsor handle tagged in all posts regarding the event

Email Campaign

- Sponsor logo on all event emails and added to event banner under title

Online Advertisement

- Logo on targeted event banners across our portfolio of digital media platforms, for those with the key target job titles
- 500 word advertorial for one month on www.newstatesman.com homepage

Sponsorship Packages

Headline Sponsor

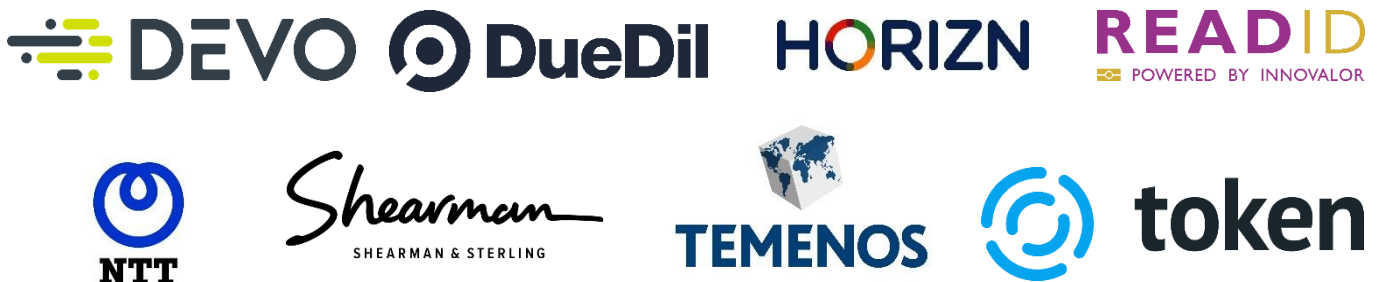
DURING

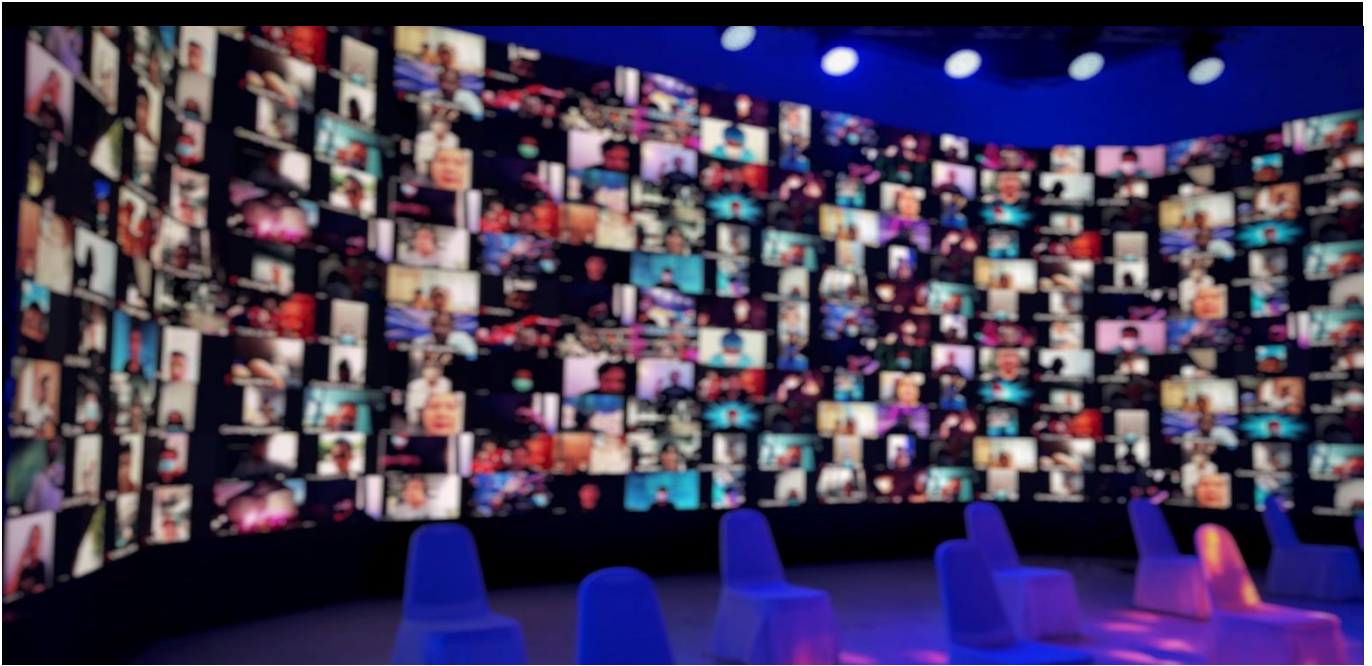
- Opening introduction to the conference
- Seat on the panel within editorially content-led panel of choice
- Opportunity to upload up to 12 pieces of content in resource centre
- Pre-recorded presentation to be hosted within resource centre, as a link within the Auditorium and promoted by the editor during the live event. We will run a dedicated marketing campaign to promote the presentation pre and post event for 30 days on-demand. This can be an interview with our editor with a customer/case study of your choosing
- Full contact details of all registered delegates provided on day of event
- Opportunity to host a poll for delegates to partake in during one of the panel discussions

POST-EVENT

- Input one question into the post-event survey to all registrants, from which you will have the results shared (subject to marketing approval)
- Full reporting and analytics on delegates including any on-demand interactions with content post event. On-demand is available for 30 days after live broadcast date
- Headline sponsor branding on post-event highlights video - shared across social media platforms - Post on social media tagging all event partners with on-demand link
- Email and social media campaign to encourage on-demand interaction for 30 days post-event

Previous Sponsors





Hybrid Events

2020 and 2021 have been unprecedented years for the events industry, which has affected every aspect of how we engage with our target audiences. Handshakes and business card exchanges have been replaced with virtual networking lounges and instant messaging.

At New Statesman Media Group, we have led the market in successfully transforming our event calendar into online activities, with impressive engagement numbers which out have outshone our competitors in not only retaining but actually growing our audiences.

Now, as we plan to emerge from a fully virtual world and re-enter physical event activations, we face a challenge on providing a safe environment for us to meet again and our intention to host this event in a hybrid (both physical and virtual synchronised) format.

So, what does this mean for this event? Our team of marketeers and specialist event producers have consulted the market, are working closely with venues and conducting all the risk-assessments required to be able to bring us all together in one room again.

What to expect

- A **London-based** event
- Constant **risk-assessment** on the status of the pandemic and its effects on events
- Final decision to be made on the scope of the physical elements **8 weeks prior** to the event date
- **Maximum capacity** allowed in physical format to be complied with, in the host venue space
- **Physical attendee number** capability will be shared with partners 8 weeks prior to the event
- **Local delegates** invited to the physical event to engage with our partners onsite
- Live streaming of the physical elements to an **additional global virtual audience**
- All delegates in-person will be required to comply with **government event guidelines**
- Professional event moderators will **connect** our physical and virtual audiences effectively
- Your **branding** will appear across both virtual and physical elements of the event