



CIPD

The CIPD in Northern Ireland Annual Conference 2027

Sponsorship and exhibition opportunities

The Europa Hotel

23 February 2027

Who we are

For over a century, CIPD has championed better work and working lives. As the professional body for HR, L&D, OD and people professionals, CIPD provides trusted expertise, independent insight and thought leadership to support organisations and their people. With a global community of more than 160,000 members, CIPD is a leading voice in shaping the future of work and promoting good work that creates value for everyone.

The conference

The CIPD in Northern Ireland Annual Conference is the premier event for HR, learning & development, organisational development and people leaders. Bringing together more than 250 delegates from

over 100 organisations across the public, private and third sectors, the conference explores emerging workplace challenges, shares best practice and provides practical insights from expert speakers.



250+
delegates

HR and people
professionals



100+

organisations
represented



76%

have purchasing
influence



Public, private and
third sectors
representation

Why you should sponsor



Reach

Connect with senior HR and people professionals from across Northern Ireland and a wide range of sectors and organisation sizes.



Influence

Engage with decision-makers responsible for workforce strategy, culture, learning, talent, wellbeing and organisational performance.



Visibility

Showcase your brand before, during and after the event through high-impact sponsorship packages and targeted exposure.

Position your brand in front of Northern Ireland's people profession.

From generating leads and building brand awareness to demonstrating thought leadership and strengthening client

relationships, sponsorship and exhibition opportunities provide direct access to a highly engaged audience of HR, L&D, OD and business leaders.

Attendee profile

A high-quality audience of decision-makers and influencers.



100+

Organisations represented



250+
delegates

HR and people professionals



76%

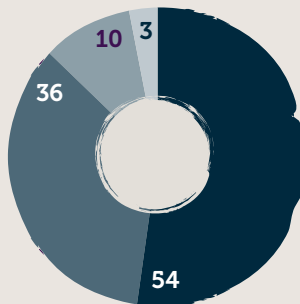
have purchasing influence



60%

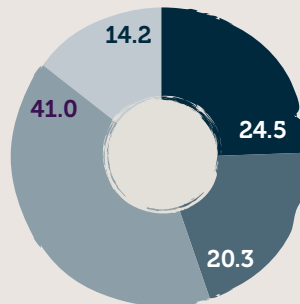
Nearly of delegates have management, budgetary or strategic decision-making responsibilities

Who attends:
sector breakdown (%)



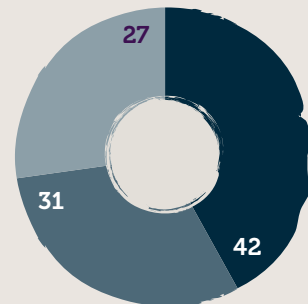
- Private sector
- Public sector
- Third sector/charity/not-for-profit
- Other (not applicable)

Seniority of
delegates (%)



- Manager or equivalent
- Head of/senior manager
- Other HR and people professionals
- C-suite

Organisation
size (%)



- 1-250 employees
- 251-1,000 employees
- 1,001+ employees

Our audience includes senior professionals from government departments, public bodies and leading employers such as Kainos, PwC, Oracle, Thales, Sensata Technologies, NIE Networks and Henderson Wholesale.

Nearly 60% of delegates had management, budgetary or strategic decision-making responsibilities within their organisations.

Sponsorship and exhibition packages

Headline £6,000

This is a high-profile opportunity which comes with a wide range of benefits at every stage of the conference.

Benefits include:

Before the event

- Logo, and link to sponsor web page from the homepage of the conference website
- Logo on a wide variety of posts in the pre-conference marketing and social media campaign
- Profile piece in the CIPD Northern Ireland member newsletter (3,500+ subscribers).

On the day

- Logo on stage banners and holding slides for plenary sessions
- Exhibition stand in a prominent position in the exhibition
- Four complimentary passes to the conference for your team or clients
- Logo on front cover of digital programme
- Logo and 50-word editorial in the digital programme
- Full-page advertisement in digital programme (provided by sponsor).

After the event

- Name, logo and link to sponsor web page included on post-event email, with link to event slides and other materials
- A list of opted-in delegates
- The opportunity to connect with other CIPD events throughout the year.



Standard exhibition rate £1,250

Our exhibition package includes:

- Allocated exhibition space
- Two passes for stand staff which include access to the conference
- Logo and 50-word editorial in digital programme.

Drinks £2,000

Gain exclusive branding at the Drinks Reception which concludes the conference, a high-profile networking event held in the prestigious Piano Lounge, providing valuable visibility and engagement opportunities with delegates and speakers.

Benefits include:

Before the event

- Logo and link to sponsor web page on the conference website
- Logo on social media posts and emails promoting the session.

On the day

- Four pull-up banners at the drinks reception (sponsor to supply)
- Exhibition stand with two passes for stand staff which include access to the conference
- Two passes to the conference for your team or clients
- Logo and 50-word editorial in digital programme.

After the event

- A list of opted-in delegates.

Sessions £1,750

Take advantage of the opportunity to sponsor a session that aligns with your organisation's areas of expertise.

Benefits include:

Before the event

- Logo and link to sponsor web page on the conference website
- Logo on social media posts and emails promoting the session.

On the day

- Logo on holding slides for session
- Acknowledgement at opening and closing from session chair
- One pull-up banner in the session room, and one outside the room
- Exhibition stand with two passes for stand staff which include access to the conference
- Logo and 50-word editorial in digital programme.

After the event

- A list of opted-in delegates.

Just book now!

Elena Catalano

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Northern Ireland sponsorship opportunities matrix

A quick comparison of sponsorship benefits.

Benefits	Headline sponsor	Networking drinks reception	Session sponsorship	Exhibitor
Pre-conference				
Website homepage logo and link	✓	✓		
Pre-event marketing and social media	✓	✓		
Regional newsletter profile (9,000+ subscribers)	✓			
During the conference				
Stage branding and holding slides	✓	✓	✓	
Venue signage	✓			
Premium exhibition stand	✓			
4 complimentary delegate passes worth up to £1,200	✓			
2 complimentary delegate passes worth up to £600		✓	✓	✓
Digital programme front cover logo	✓			
Full-page digital programme advert	✓			
Write up in programme	✓	✓		
2 x Pull up banners		✓	✓	✓
4 x Pull up banners	✓	✓		
Post Event				
Post-event email branding and website link	✓			
Opted-in delegate contact list	✓	✓	✓	

Book your space now

Contact us to check availability,
or to reserve a sponsorship
package or an exhibition stand.

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