

The background of the entire page is a photograph of a busy conference environment. In the foreground, three women are engaged in conversation. One woman on the left has blonde hair and is wearing a blue and white striped shirt. In the center, a woman with long brown hair is wearing a patterned blazer and a purple lanyard with 'CIPD' on it. On the right, a woman with long blonde hair is wearing a bright blue top. The background shows other attendees and conference booths under bright indoor lighting.

CIPD

The CIPD in Wales Annual Conference 2027

Sponsorship and exhibition opportunities

ICC Newport

15 April 2027

Who we are

For over a century, the CIPD has championed better work and working lives. As the professional body for HR, L&D, OD and people professionals, the 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, the 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 Wales 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



84%

have purchasing
influence



Public, private and
third sector and housing
representation

Why you should sponsor



Reach

100+ organisations represented

44% public sector

35% private sector

18% third sector/housing/charity

3% other

Connect with senior HR and people professionals from across Wales and a wide range of industries and organisation sizes.



Influence

84% have purchasing influence

84% in management level
roles or above

44% are Head of, Director or
C-suite level

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



Visibility

53% from organisations with
1,000+ employees

22% from organisations with
5,000+ employees

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

Position your brand at the heart of Wales' 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

Representing over 100 organisations across Wales including healthcare, local government, education, housing, financial

services, manufacturing, legal services and the third sector.



100+

Organisations represented



250+
delegates

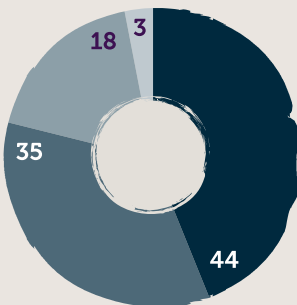
HR and people professionals



84%

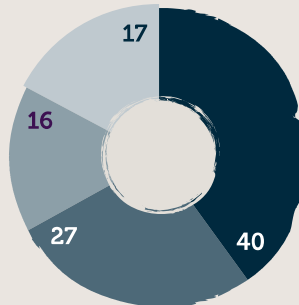
have purchasing influence

**Who attends:
sector breakdown (%)**



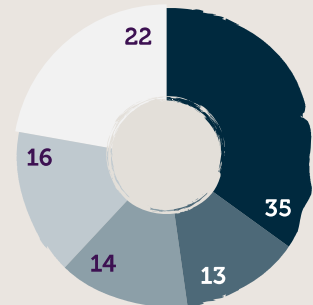
- Private sector
- Public sector
- Third sector/charity/not-for-profit
- Other (not applicable)

**Seniority of
delegates (%)**



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

**Organisation
size (%)**



- 1-250 employees
- 251-500 employees
- 501-1,000 employees
- 1,001-4,999 employees
- 5,000+ employees

The audience includes senior HR and people professionals from the Welsh Government, NHS Wales, local authorities, universities, housing associations, public bodies and leading organisations such as Lloyds Banking Group, Cardiff Community Housing Association, Swansea University, Digital

Health and Care Wales, Welsh Ambulance Services NHS Trust, Cwm Taf Morgannwg University Health Board and Bluestone Resort.

More than 80% of delegates hold management, budgetary or strategic decision-making responsibilities within their organisations.

Sponsorship and exhibition packages

Headline £6,000

Position your brand at the heart of the **CIPD in Wales Annual Conference 2027** with our premier sponsorship package. Enjoy unrivalled brand visibility before, during and after the event while connecting with senior HR, L&D and people professionals from across Wales.

Benefits include:

Before the event

- Prominent logo and website link on the conference homepage
- Brand featured across the conference marketing campaign, including emails and social media
- Dedicated profile feature in the **CIPD in Wales regional newsletter** (9,000+ subscribers).

On the day

- **Premium branding on the 20ft digital screen at the main entrance to ICC Wales**, giving your organisation exceptional visibility as delegates arrive, move throughout the venue and leave the conference
- Branding on the main stage banners and plenary holding slides
- Brand visibility across event signage
- Premium exhibition stand in a prime exhibition location
- Four complimentary conference passes for your team or guests worth up to £1200
- Logo featured on the front cover of the digital programme
- Company profile (50 words) and logo in the digital programme
- Full-page advertisement in the digital programme.

After the event

- Brand featured in the post-event delegate email, including your logo, website link and access to conference resources
- Opted-in delegate contact list.



Session sponsor £1,750

Position your brand by sponsoring a conference session aligned to your expertise.

Benefits include:

Before the event

- Logo and website link on the conference website
- Brand featured in marketing campaign emails and social media.

On the day

- Branding on the 20ft digital screen at the main entrance to ICC Wales, placing your organisation front and centre as delegates arrive and throughout the conference
- Sponsor recognition on session holding slides
- Verbal acknowledgement by the session chair at the start and close of the session.
- Opportunity to display pull up banner during the session
- Exhibition stand with two conference passes worth up to £600
- Company profile (50 words) and logo in the digital programme.

After the event

- Opted-in delegate contact list.

Exhibition package £1,250

Showcase your products and services to HR, L&D and people professionals throughout the conference.

Package includes:

- Exhibition stand
- Two conference passes for stand representatives which include access to the conference worth up to £600
- Company profile (50 words) and logo in the digital programme.



Wales sponsorship opportunities matrix

A quick comparison of sponsorship benefits.

Benefits	Headline sponsor	Session sponsor	Exhibitor
Before the event			
Website homepage logo and link	✓	✓	
Pre-event marketing and social media	✓	✓	
Regional newsletter profile (9,000+ subscribers)	✓		
At the event			
Branding on 20ft digital screen	✓	✓	
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	✓		
After the event			
Post-event email branding and website link	✓		
Opted-in delegate contact list	✓	✓	

CIPD

The Chartered Institute of Personnel and Development
151 The Broadway London SW19 1JQ United Kingdom
T +44 (0)20 8612 6200 F +44 (0)20 8612 6201
E cipd@cipd.co.uk W cipd.org

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Book your space now

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

Elena Catalano

elena.catalano@cipd.co.uk