

Position your company for success by becoming an IRM Industry Partner





The scheme

The Industry Partner scheme offers association with the Institute of Risk Management's (IRM) respected brand and the opportunity to engage with a global audience of over 6,500 risk managers.

It provides opportunities to raise your profile with potential new clients and to position your company as a supplier of choice to the risk management profession. In addition, you will be recognised as a key supporter of IRM and the profession, giving you an edge over your competitors.

Through the Industry Partner scheme we aim to cultivate long-term relationships and build on synergies between IRM's areas of interest and our partner organisations' expertise. We also look to build relationships with organisations that are seeking to support IRM's thought leadership work into issues that impact on the risk profession.

The model

Based on a subscription model the scheme offers a range of financial and other added-value benefits. There are three different levels of partnership: Diamond, Premier and Associate. Benefits are tailored to each level to best suit your organisation's needs and to allow flexibility in the way we work together.

Benefits at a glance

- ▶ Benefit from direct association with IRM, the leading institute for enterprise risk management worldwide
- ▶ Demonstrate your association with IRM through the use of the IRM Industry Partner logo on your website and corporate communications
- ▶ Raise your company profile to IRM members (currently circa 6,500 members worldwide, working across over 100 countries)
- ▶ Increase your customer base and grow the market for your products and services worldwide
- ▶ Demonstrate to your staff and stakeholders your commitment to effective enterprise risk management
- ▶ Share your views and insights while helping to shape the future of the profession.

Core Partner Packages

Partner Entitlements	Diamond Partner £15,000	Premier Partner £10,000	Associate Partner £5,000
<p>Partner recognition</p> <p>Use of the IRM Industry Partner logo on your website and other corporate communications to demonstrate to your staff and stakeholders your commitment to excellence in risk management.</p> <p>Formal announcement in IRM's e-newsletter that your organisation is an Industry Partner.</p>	✓	✓	✓
<p>Partner promotion</p> <p>Your logo and company profile promoting your products and services on our online partners' page.</p>	<p>Primary position</p> <p>Company profile of up to 200 words, plus company logo</p> <p>Priority</p>	<p>Premier position</p> <p>Directory listing</p> <p>Premier</p>	Supplier Directory listing
Listing in the Supplier Directory – logo and 80-word profile in <i>Enterprise Risk</i> magazine and online.	✓	✓	✓
Exhibition stand space at IRM's Risk Leaders' conference; complimentary delegate passes.	Stand space plus 3 delegate passes; additional places at 30% discount	Stand space plus 2 delegate passes; additional places at 25% discount	2 delegate passes; additional places at 20% discount
<p>Shaping the future – your voice heard</p> <p>Opportunity to showcase your organisation's thought leadership material.</p>	✓	✓	✗
<p><i>Opportunity to shape the future of the profession:</i> partners will be consulted on IRM thought leadership materials, research projects and responses to public consultations.</p>	✓	✓	✓
<p>Sharing insight and knowledge</p> <p>Invitations to speak at IRM events, conferences, roundtables and member groups meetings.</p>	Priority	<i>Opportunity</i>	<i>Opportunity</i>
Opportunity to take part in sector or topic specific research.	Priority (at additional price)	<i>Opportunity</i> (at additional price)	<i>Opportunity</i> (at additional price)
<p>Direct access to IRM members</p> <p>Direct company and product promotion to IRM members.</p>	Priority (at additional price)	<i>Opportunity</i> (at additional price)	<i>Opportunity</i> (at additional price)
Opportunity to host an IRM webinar.	✓	<i>Opportunity</i> (at additional price)	<i>Opportunity</i> (at additional price)
<p>Member discounts</p> <p>Enrol up to 10 employees as Partner Affiliates which entitles them to all the benefits of being an IRM Affiliate member including:</p> <ul style="list-style-type: none"> ▶ Member rates at all IRM events and training courses ▶ Access to the members' area of IRM's website and a range of practical resources, including free downloads of thought leadership materials such as Risk Culture ▶ Free access to IRM's regional and Special Interest Group networking events. 	✓	(Available at additional price)	(Available at additional price)
<p>Newsletters</p> <p>Receive all IRM Partner and Membership Communications including newsletters, e-bulletins, <i>Enterprise Risk</i> magazine and supplements, keeping you up-to-date on the latest news, trends and developments within IRM and the risk profession.</p>	✓	✓	✓
<p>Corporate discounts</p> <p>Advertising discounts in <i>Enterprise Risk</i> magazine.</p> <p>First choice of additional sponsorship and promotional opportunities linked to events and conferences.</p>	20% discount on display advertising	15% discount on display advertising	10% discount on display advertising

Tailor your plan

In addition to the core benefits outlined overleaf, industry partners can tailor their packages to meet their organisations' exact needs. Here are some of the other opportunities available:

Conferences, roundtables and breakfast briefings

Our bespoke events packages are designed to provide both a brand platform and the opportunity to meet and develop relationships with delegates while raising your organisation's profile within the wider IRM community.

Benefits can include:

- ▶ Company logo with the words '*Platinum sponsor*' prominently displayed and differentiated from other sponsors on all printed conference publicity material
- ▶ Logo on all advertisements/marketing collateral (print and electronic) promoting the event
- ▶ Logo on all email and social media campaigns
- ▶ Logo on the conference microsite / sponsor's page plus 50-word company profile
- ▶ Full-page advertisement in *Enterprise Risk* magazine
- ▶ 1 targeted eshot to the IRM membership database
- ▶ Press and editorial mentions/opportunities.

Enterprise Risk webinars

Online webinars on specific risk management topics hosted by the editor of *Enterprise Risk*. Recordings can also be made available for use after the event.

Sponsored reports and features

Sponsored features in *Enterprise Risk* magazine offer the opportunity for your organisation to be a voice of authority within an editorial feature alongside comments from other senior business leaders. Bespoke reports and supplements can also be created.

All the above, and more are available at an additional price. For a preliminary discussion please contact our team at industrypartners@their.org or telephone us on +44(0)20 7709 9808.



About the Institute of Risk Management (IRM)



IRM is the leading professional body for risk management. We drive excellence in managing risk to ensure organisations are ready for the opportunities and threats of the future. We do this by providing internationally recognised qualifications and training, publishing research and guidance, and setting professional standards. We are a not-for-profit body, with members working in all industries, in all risk disciplines and in all sectors around the world.

Membership of IRM unites an international community of over 6,500 risk professionals across 100 countries. It provides individuals with unrivalled access to a wealth of technical resources and tools to help them excel in their professional roles. Our world class qualifications offer the opportunity to gain and improve the skills and knowledge needed to maintain their professional competence and capability and enhance their career potential.

