

CONFERENCE SPONSORSHIP PROSPECTUS

Put your expertise in front of the people *leading change.*

Sponsor the Agile Business Conference 2027 and join a global conversation on how organisations adapt, lead and deliver in an AI-accelerated world.

BROUGHT TO YOU BY

An original signatory of the *Agile Manifesto*

2027 THEME

Business Agility, Now More Than Ever – in an AI-accelerated world

20–21

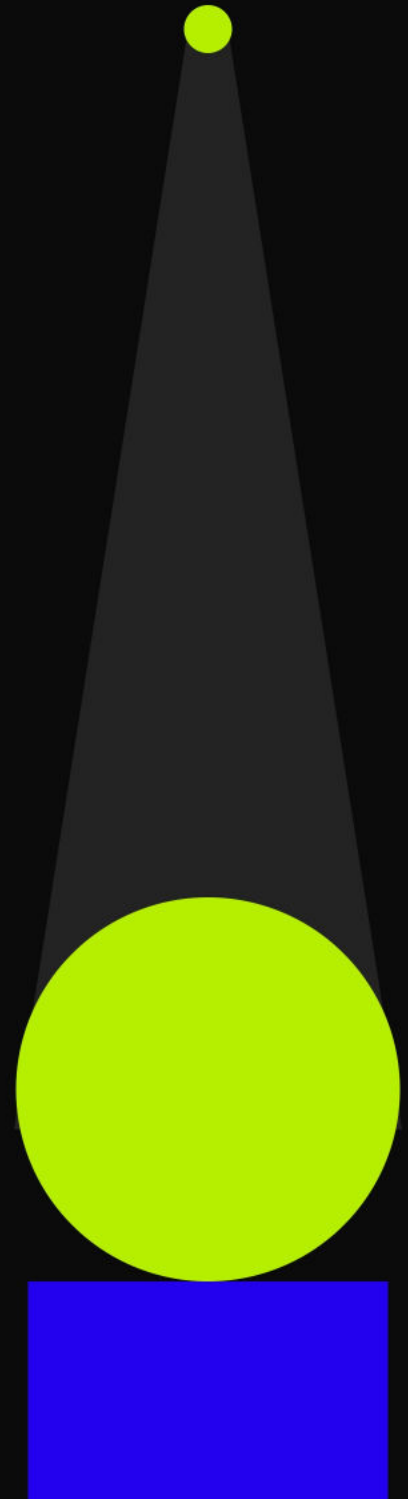
April 2027

Online

Two afternoons

Free

to attend



We've been at the *forefront* *of agility* for over 30 years.

We helped shape agile from the very start. Today we are the independent, not-for-profit professional body for business agility, home of DSDM and the AgilePM® and AgileBA® certifications, with work spanning frameworks, professional learning, community, research and organisation-wide change.



2001



An original signatory of the Agile Manifesto, and the only one based outside the US. Pioneers of agile thinking since 1994.

300,000+



Certified professionals worldwide in AgilePM®, AgileBA® and more

AgilePM®



The world's leading certification for agile project management, globally accredited through APMG International

Connect

Communities, partnerships and a year-round events programme

Learn

The Framework for Business Agility, certifications and online learning

Lead

Research, white papers and the body of knowledge

AS FEATURED IN

Business
Horizons

via ScienceDirect

InfoQ

software development

Raconteur

modern business

Open Access
Government

The Times



"There's never been a greater need for organizations that can adapt and deliver."

Karen McAllen · CEO, Agile Business Consortium

Real stories of change, shared *by the people doing the work.*

The Agile Business Conference brings practitioners and business leaders together each year to share what's working, what's proving difficult and what others can learn. Free and fully online, with no cost or travel to hold people back, it attracts a large, global and engaged audience.



LAST YEAR AT A GLANCE

1,150+	25+	40+	6
registrations from the global agility community	sessions: fireside chats, panels and presentations	international speakers	continents represented

WHAT DELEGATES SAID

Overall experience		8.7
Content value		8.7
Recommendation		9.0

+70 Net Promoter Score

Scores out of 10. Source: Agile Business Conference 2025 delegate data.

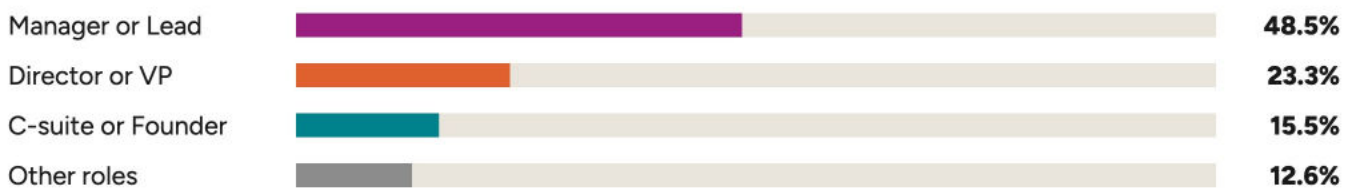
WHO ATTENDS

- Project and programme professionals
- Change and transformation leads
- Business analysts
- Agile practitioners
- Leaders and executives
- Product and delivery professionals
- Consultants and coaches

Sessions are recorded and shared on demand, so sponsor visibility continues well after the two afternoons.

Reach the people *delivering, leading and sponsoring* change.

87.3% of the Consortium audience is at Manager, Director or C-suite level, a profile reflected across the conference.



Audience by role level. Source: Agile Business Consortium database, 2026.

90,000 annual website visitors	40,000 email subscribers	158 countries represented
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Scale measures describe different, potentially overlapping audiences. Source: Agile Business Consortium database, 2026.

ORGANISATIONS ACROSS THE CONSORTIUM ECOSYSTEM



“Being part of the Accredited Partner network helps us build trust with organisations navigating agile delivery and digital transformation.”



Jon Bray
Director, Alirity

Two levels. *One clear choice.*

Conference Sponsorship gives you focused visibility around the event. Premium Conference Sponsorship puts you on the agenda, gives you opted-in leads and promotes your content during and after the event.

	Conference Sponsor	Premium Conference Sponsor
	£2,250 + VAT	£4,000 + VAT
Book by	31 Jan 2027 open to all organisations	31 Dec 2026 limited to 5 sponsors
EVENT VISIBILITY		
Recognised as a conference sponsor	✓	✓
Logo, profile and website link on the conference page	✓	✓
Included in selected pre- and post-event marketing	✓	✓
Acknowledged in conference social media activity	✓	✓
Logo on live session holding slides and event materials	✓	✓
AGENDA, LEADS AND CONTENT		
Be part of the live agenda: Tools in Action for agile tool providers; fireside chats, case studies and panels for all other sponsors (see page 7)	Not included	✓
Opted-in registrant contacts: details of registrants who choose to hear from conference sponsors*	Not included	✓
One gated content asset promoted during and after the event	Not included	✓
Upgrade to Premium Accredited Partner for year-round presence (see page 6)	Available	Available

***Your leads, handled properly.** We only share the details of registrants who actively opt in, at registration, to hear from conference sponsors. Data is shared securely after the event for you to use in line with UK GDPR, the partnership agreement and any unsubscribe request.

Places are allocated in order of signed agreement. Premium Conference Sponsorship is limited to five organisations and must be booked by 31 December 2026, so agenda sessions can be built into the programme.

Be part of the agenda, *not simply present at the event.*

YOUR PLACE ON THE AGENDA

Be part of the live agenda.

You take part in one of two ways: agile tool providers present a Tools in Action session; all other sponsors co-host or contribute to a fireside chat, case study or panel. Each is shaped with our programme team. See overleaf.

ALSO INCLUDED AT £4,000

- Opted-in registrant contacts
- One gated content asset promoted during and after the event
- All Conference Sponsor visibility benefits

WANT THE WHOLE YEAR?

Premium Accredited Partner (£5,000 + VAT annually) includes Premium Conference Sponsorship, plus:

- Premium placement across partner touchpoints, including the website
- Full-page advert or advertorial in Momentum magazine
- One co-branded content opportunity across Consortium channels
- One webinar a year with your logo, link and opted-in leads
- Accredited Partner listing, logo and introduction video
- Two membership licences, plus client discounts

THREE WAYS TO TAKE PART

Conference Sponsor

£2,250 + VAT

Focused event visibility. Open to any organisation, accredited or not.

Premium Conference Sponsor

£4,000 + VAT

Part of the agenda, opted-in leads and gated content. Limited to five; book by 31 Dec 2026.

Premium Accredited Partner

£5,000 + VAT annually

Premium Conference Sponsorship included, plus year-round presence and full partner benefits.



Ket Patel
Founder, Change Agitators

"The partnership has given us a credible platform to reach senior leaders and teams who are serious about making change stick."

Two ways to take the stage, *built around what you offer.*

Every Premium sponsor takes part in the live agenda in one of two ways. Agile tool providers present a Tools in Action session. All other sponsors, from consultancies and training providers to coaches and professional bodies, co-host or contribute to the programme's conversations.

ROUTE 1 · FOR AGILE TOOL PROVIDERS



Tools in Action

A live 15-minute session dedicated to tools in the agile space. Show how your tool helps practitioners tackle the challenges at the heart of the conference themes, with real use cases, a live walkthrough and audience Q&A.

2

live sessions available
15 minutes each

or

ROUTE 2 · FOR ALL OTHER PREMIUM SPONSORS

CO-HOST OR CONTRIBUTE



Fireside chats

Candid conversations with leaders about what change really takes. Co-host, or bring a voice from your organisation or clients.

Best for: leadership perspective and thought leadership



Case studies

Real stories of change, told with a client: the challenge, what you tried, what worked and what you learned along the way.

Best for: proving impact with evidence and outcomes



Panel discussions

Multi-voice debates on the big questions in business agility and AI. Co-host a panel or join it as a contributing expert.

Best for: visibility alongside respected peers

HOW IT WORKS

01

Confirm your route

Tools in Action, or the right conversation for you

02

Shape the session

Agree topic, speakers and angle with our team

03

Go live

Online on 20–21 April 2027, with live Q&A

04

Keep it working

Recordings shared on demand after the event



Practical insight, not sales pitches. Your expertise is what stands out.

Confirm early, *get more from the campaign.*

Book Premium by 31 December 2026 to secure your place on the agenda. Conference Sponsor bookings close on 31 January 2027.

KEY SPONSOR MILESTONES

 Now	Align objectives Agree your audience, sponsorship level and agenda format.
 31 Dec 2026	Premium deadline Last date to book Premium and secure your place on the agenda.
 31 Jan 2027	Sponsorship deadline Conference Sponsor bookings close before the programme is finalised.
 Feb–Apr 2027	Promotion and preparation Sponsor recognition across the campaign; agenda sessions prepared.
 20–21 Apr 2027	Live conference Two afternoons online, with live Q&A.
 After the event	Follow-up Opted-in contacts shared; on-demand content keeps working.

FROM A PREVIOUS CONFERENCE



Coca-Cola Europacific Partners: breaking barriers with an agile reset

How an agile reset improved engagement, velocity and strategic focus. Presented at the Agile Business Conference 2024.

[View case study](#)



Let's talk about *your sponsorship*.



Henry Lee

Commercial Lead

henry@agilebusiness.org



Claire Cocks

Strategic Engagement Lead

claire@agilebusiness.org

BOOK A TIME

Pick a slot that suits you.

Choose a time in Claire's calendar for a focused sponsorship conversation.
Premium places must be booked by 31 December 2026.

Book a time

01

Conversation

Your goals and the right level

02

Alignment

Objectives and success
measures

03

Launch

Sign and join the 2027 campaign