

Lloyd's List Business Briefings

The Lloyd's List Business Briefings bring together industry thought-leaders from across the maritime community in market leading panel debates to reflect, discuss, and analyse the trends, challenges and opportunities facing the industry today and in coming years.

2018 BUSINESS BRIEFINGS	DATE
Lloyd's List Business Briefing, Singapore	27-April 2018
Lloyd's List Business Briefing, Posidonia	3-Jun 2018
Lloyd's List Business Briefing, Hamburg	3-Sept 2018
Lloyd's List Business Briefing, Hong Kong	19-Nov 2018

The three elements of maritime efficiency

It's tempting to believe that technology = efficiency: the more we embrace smart technology the more efficient we become. Not so. Smart technology is one element in a broader process which, when taken on its own, falls short of the ultimate goal: making the best use of all competencies.

That's significant for maritime because the push for smart technology has become intricately linked with increased efficiency. The two are almost synonymous.

But efficiency has two further strands that complement and strengthen technology. These are Regulation – principles that control activities and processes, and Human capital – the combination of skills, knowledge and experience. When acting in harmony with technology, these three elements become the basis for increased efficiency on board ship, on shore and in the interaction between them.

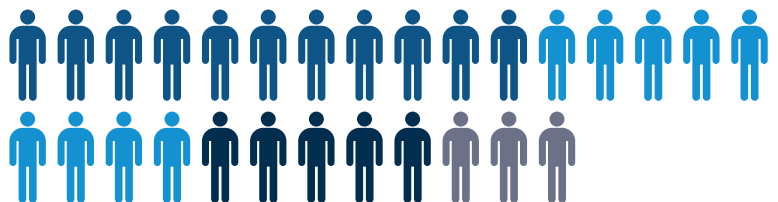
The 2018 Lloyd's List Business Briefings will explore this trinity in depth. Each of the three elements is analysed from the maritime perspective, seeking ways to enhance the capabilities of smart technology, impartial regulation, and human resourcefulness. The focus is always to augment maritime efficiency: to understand how the interaction between three elements works to raise the level of efficiency.

Who Attends?

An overview of who we expect to attend the Lloyd's List Business Briefings based on the Lloyd's List subscriber audience and attendees of our previous Business Briefings. Sponsors can expect high level decision makers across the maritime industry.

For more information, please contact:

SENIORITY OF ATTENDEES



33% Managing Director, CEO, Director, Owner, President
39% Senior Management
15% Middle Management
13% Other

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COMPONENTS		Standard Sponsor (Unlimited)	Drink Sponsor (x1)	Bag Sponsor (x1)	Lanyard Sponsor (x1)	Whitepaper Sponsor (x5)	Panel Sponsor (x3)	Headline (x1)	Exclusive Sponsor
PRE-EVENT	Editorial consultation with Business Briefing moderator for your panel						X		X
	Editorial Consultation with Business Briefing moderator for the whole event								X
	Sponsor logo to appear on all related Lloyd's List pre-event marketing via online, social media	X	X	X	X	X	X	X	X
	Sponsored content 1 article (1,000 words) to drive registrations shared online, social media						X		X
	Sponsored content online distribution (includes homepage presence for 1 week)						X		X
	Sponsored content ebulletin distribution – Daily Briefing (sole sponsored article for 1 day)						X		X
	Sponsored content direct email - targeting the audience agreed with sponsor (5,000 emails)						X		X
	Full page advert in Lloyd's List, The Intelligence magazine	X	X	X	X		X	X	X
DURING EVENT	A seat on the one panel (Panel sponsor) or all panels (Headline sponsor) discussion for your subject matter expert						X		X
	3 minute welcome address at the start of the Business Briefing (approved by Lloyd's List rep)							X	X
	Prominent positioning of logo and brand messages at the Business Briefing	X	X	X	X		X	X	X
	Space to place a pop up stand at the event to directly engage with attendees	X	X	X	X		X	X	X
	2 tickets for industry guests you wish to invite (subject to meeting entrance criteria)	X	X	X	X	X	X	X	X
	Prominent positioning of logo and brand messages at the drinks reception		X						X
	Sponsor supplied video played on loop in conjunction with other sponsors during welcome networking drinks						X	X	X
	Sponsor to provide bags			X					X
	Sponsor to provide branded lanyards				X				X
	Whitepaper distribution to all guests (approved by Lloyd's List editorial)		X	X	X	X	X	X	X
POST EVENT	Logo on the editorial article summarising the Business Briefing write up with video highlighting the main takes out from the debate shared online	X	X	X	X		X	X	X
	Branding and sponsor quote on event video						X	X	X
	1 x sponsor content: Special Report including speakers bio and link to Business Briefings video						X		X
	Sponsored content online distribution (includes homepage presence for 1 week)						X		X
	Sponsored content ebulletin distribution – Daily Briefing (sole sponsored article for 1 day)						X		X
	Sponsored content direct email - targeting the attendees						X		X
	Sponsored content direct email - targeting the audience agreed with sponsor (5,000 emails)						X		X
	Hosting of whitepaper provided by sponsor on Lloyd's List website for a 14 day period with lead generation		X	X	X	X	X	X	X
Sponsored content online distribution (Audience Extension)						X		X	
INVESTMENT:	£ 5,500	£ 8,500	£ 8,500	£ 8,500	£ 2,500	£ 22,500	£ 15,000	£ 70,000	