

# EURAM 2024



SPONSORSHIP  
AND PARTNERSHIP  
PROSPECTUS

BATH, UK  
JUNE 25-28  
**#EURAM2024**



## THEME: FOSTERING INNOVATION TO ADDRESS GRAND CHALLENGES

Technological innovation has always been a significant enabler of value creation, improved competitiveness, and economic growth. It has also contributed to the taming of the impact of long-standing Grand Challenges, most notably, the ageing society, the environmentally unsustainable economic growth and the health impacts of climate change. These are important challenges as they have been blamed for causing economic inequality, and social injustice, jeopardising the quality of life.

Although technological innovation has helped tackle several aspects of these long-standing challenges, the development and adoption of new and emerging technologies – such as big data, artificial intelligence, and vehicle autonomy – have created new challenges, many of which have ethical implications.

For example, the advent of these advances poses dilemmas about the ownership and use of data; privacy concerns relating to face recognition; concerns about the devaluation of existing skills and infrastructure; and risks of spreading misinformation and threatening security.

The high opportunity cost of not addressing these long-standing and new challenges begs the question: how can innovation help solve major challenges without creating new ones?

Across five days, EURAM 2024 will bring together business organisations, their key stakeholders, governments, and the academic community to foster collaboration to develop new solutions and ensure that innovation is responsible and ethical.

## CONFERENCE PROGRAMME COMMITTEE



**Steve Brammer**

Co-Chair, Dean of the School of Management, University of Bath



**Panos Desyllas**

Co-Chair, Professor at the School of Management, University of Bath



**Audrey Rouzies**

Vice President, Strategic Interest Groups, Toulouse School of Management, Toulouse Capitole University



**Eythor Ivar Jonsson**

Vice President for Conferences, Akademias

# WHY PARTNER WITH EURAM 2024



## VISIBILITY

You have the opportunity to partake in a 9-month branding campaign. Kicking off with the announcement of the Keynote speakers, the labs and then the run-up to the event, there are multiple digital and physical touchpoints to engage with your audience. At the event, there are a variety of ways to get brand visibility, from route signage and delegate packs, to welcome screens, board and even naming rights to keynote and lab events. Our expert local sponsorship team will work with you to ensure exposure before, during and after the event, and support your activation activity.

## BUILD STRATEGIC EUROPEAN PARTNERSHIPS

EURAM 2024 provides multiple opportunities for sponsors to find their perfect matches. From organising ad-hoc 1-to-1 meetings, sponsoring labs, networking events, providing exhibition space in high-footfall areas, tailoring sessions to target audiences' interests, to providing you with access to audience engagement statistics, consenting visitor's details, and session attendees, you can tailor your package to meet your needs and organisation's goals.

## STRENGTHEN YOUR ACADEMIC ENGAGEMENT

Work with the EURAM organising committee to create bespoke activities, sessions, themed roundtables, or networking breaks strategically aligning with your institution's goals and mission. The proceedings from these sessions will be shared with the wider EURAM and Bath School of Management community members and in blog articles and whitepapers produced by the committee team.

## WHO ATTENDS THE EURAM ANNUAL CONFERENCE?

EURAM Annual conference is a meeting place for more than 2,000 academicians and practitioners, from all over the world, comprised of professors, Ph.D. students & assistants, and practitioners. EURAM has 1700 members in 2022. EURAM Membership 2000-2022 Approximately 10% of EURAM members are from non-European countries while 750 members are from France, Germany, Italy, the US and the UK representing the five countries with the highest membership.

# EURAM 2024

## KEYNOTE SPEAKERS

### 26 - 28 JUNE



#### KEYNOTE 1 - NICOLAI FOSS

Nicolai J. Foss is a Professor of Strategy at the Department of Strategy and Innovation, CBS; Honorary Adjunct Professor, Department of Marketing & Management, Southern Denmark University; External Chair, Danish Institute for Advanced Studies, 2020-2025; and a Professor II at the Norwegian School of Economics. He is a Knight of the Order of the Dannebrog.

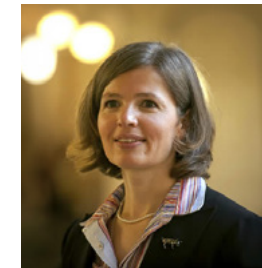


**Nicolai Foss**  
Professor at  
Copenhagen  
Business School

#### PANEL SESSION - THE FUTURE OF MANAGEMENT RESEARCH: UPDATING THE AGENDA



**Andrew Crane**  
Professor at the  
University of Bath  
and Director of the  
Centre for Business,  
Organisations and  
Society



**Katy Mason**  
Professor at  
Lancaster  
University and  
President of  
British Academy of  
Management

#### KEYNOTE 2 - LEANNE ALLEN

Leanne Allen is a Partner in KPMG's Financial Services Tech Consulting Practice and leads KPMG's Data capability. She is an experienced data architect with broad experience across data management, data and systems architecture, data visualisation, reporting and analytics and data migration.



**Leanne Allen**  
Partner – Fin  
Services Consulting  
Technology and  
Data, Data Science  
and AI Capability  
Lead



**Peter McKiernan**  
Professor at  
Strathclyde and  
Dean of the Fellows  
College at EURAM

# EURAM 2024 LABS

## 25 JUNE (TUESDAY)

### MANAGING IN THE FACE OF REGULATORY AND ENVIRONMENTAL CHALLENGES

This session will explore how firms and industries can respond to new regulatory challenges and technological advances and the role of corporate leadership and government policy in driving the adoption of transformative solutions that allow businesses to become both more competitive and sustainable.

#### **Sir Iain Gray**

Director of Aerospace at Cranfield University, fr CEO at InnovateUK, Managing Director at Airbus

#### **David Brown**

OBE  
CEO Bristol Port

#### **Ifor Bielecki**

SeaBot Maritim

### AI AND THE FUTURE OF WORK

This session will explore opportunities and ethical challenges arising from adopting artificial intelligence in HR processes like recruiting, training, talent management, and development.

#### **Gerard Hodgkinson**

Professor at the University of Manchester

#### **Yasin Rofcanin**

Director of Bath Future of Work research centre

#### **Stella Pachidi**

University of Cambridge, Information Systems

#### **Scott Snell**

Professor at the University of Virginia

### THE ROLE OF INNOVATION INTERMEDIARIES AND GRAND CHALLENGES

This session will focus on effective managerial practices to manage the physical space and its community and shape the co-evolution between the open labs and their ecosystems to support entrepreneurs, start-ups and innovation.

#### **David W. Versailles**

Paris School of Business

#### **Valérie Merindol**

Paris School of Business

#### **Andrea Kelly**

SETSquared,  
Innovation Centre Manager

#### **Alessandro Giudici**

Reader at Bayes

### COLLABORATIVE MANAGEMENT RESEARCH TO ADDRESS GRAND CHALLENGES

By reflecting on experiences from past research programs, this session will explore how interdisciplinary, engaged management scholarship can help address society's most pressing grand challenges.

#### **Professor Tim Vorley**

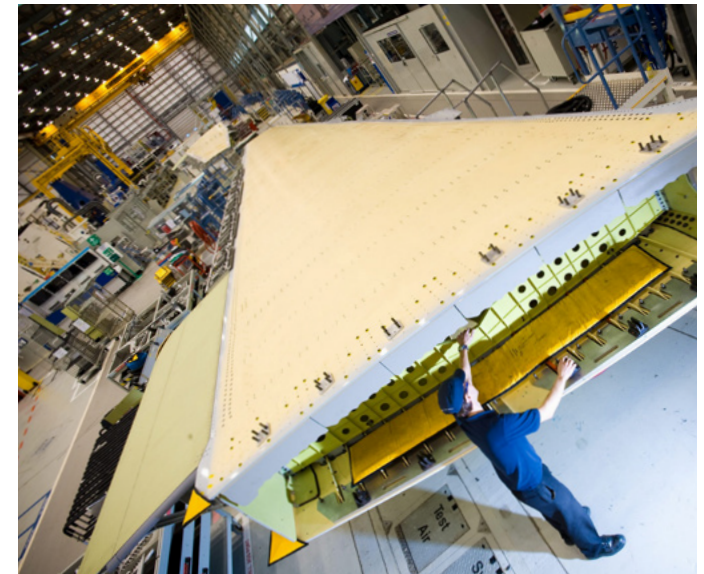
OBE FAcSS  
Pro Vice-Chancellor and Dean of Oxford Brookes Business School

#### **Kathrin Moeslein**

Professor and Vice President at FAU  
Erlangen-Nürnberg

#### **Xiaolan Fu**

Professor at the University of Oxford, FAcSS



### ACTION LAB: SITE VISIT TO AIRBUS, FILTON

Following the Managing in the Face of Regulatory and Environmental Challenges lab, see the innovation taking place at Airbus' Wing Technology development centre about 45 minutes away. Alongside making wings longer, leaner and lighter is one of the biggest opportunities to improve fuel efficiency, reduce CO2 and ultimately work towards the aviation industry's ambition to achieve net zero carbon emissions by 2050.

# AGENDA

## MONDAY, JUNE 24

09:00 Welcome Coffee and DC Registration

09:30 DC Welcome

10:00 DC Keynote Panel

11:30 Coffee Break

12:00 DC Meet the Editors

13:15 DC Lunch

14:30 Team-building activity

17:00 DC Welcome Reception

## TUESDAY, JUNE 25

09:00 DC Qualitative Research Methods

10:00 DC Quantitative Research Methods

11:00  
Coffee

11:00 Lab 1

11:30  
DC  
Mentoring  
Session 1

12:30 Lunch

14:00  
DC Lunch

13:30  
Lab 2

13:30  
Lab 3

13:30  
Action  
Lab:  
Site  
Visit

15:00 Doctoral  
Accelerator &  
PhD Reflections

15:00 Coffee

15:45 Coffee

15:30 Lab 4

16:00  
DC Mentoring  
Session 2

17:15  
DC Closing  
Ceremony

18:00 Welcome Reception

## WEDNESDAY, JUNE 26

09:00 SIG Kick-offs /  
First Timers

09:00 Early Career  
Community

10:30 Coffee Break

11:00 Tracks 1 / Symposia I

12:30 Lunch

14:00 Conference Opening and Keynote  
Speakers 1

15:30 Coffee Break

16:00 Tracks 2 / Symposia II

18:00 Tracks 3 / Symposia III

19:30 SIG Hang-Outs

## THURSDAY, JUNE 27

09:00 Tracks 4 / Symposia IV

10:30 Coffee Break

11:00 Tracks 5 /  
Symposia V

11:00 Meet the  
Editors I & II

12:30 Lunch

14:00 Keynote Speakers II

15:30 Coffee Break

16:00 Tracks 6 / Symposia VI

18:00 SIG Plenaries  
followed by SIG  
Social Events

18:00 SIG Hang-Outs

## FRIDAY, JUNE 28

09:00 Tracks 7 / Symposia VII

10:30 Coffee Break

11:00 EURAM GA followed by EURAM 2024  
Presentation & Awards Ceremony

12:30 Lunch

14:00 Panel

15:30 Coffee Break

16:00 Tracks 8 / Symposia VIII

17:45 SIG Wrap-ups

19:30 EURAM Gala Event

# EURAM 2024

## CHANNELS AND TOUCHPOINTS

### PRE-EVENT

Targeted e-mails to our institution database, EURAM attendees and key partners	Quarterly EURAM newsletter (December, March, June)	Social Media Campaign distributed through The Bath School of Management and EURAM Channels
Bath School of Management EURAM Landing Page	Event confirmation and accommodation booking information	Major announcements such as keynote speakers, labs and new this year the action lab

### DURING

EURAM App, communications with what's on, guides and event information	Brand space in key locations such as meal spaces, lecture rooms and welcome areas	Welcome screens, in-room packs, street furniture, route signage on campus
Main sponsor slides in decks for keynotes	Exhibition space with no shell-scheme. Bring your own and stand out	Naming rights for labs and keynotes

### POST-EVENT

White Papers from labs	Invitations to sponsor the following-year at this year's rates	Blog posts on the Bath School of Management pages
Thank you, communications on social and owned media	Follow-up communications	Event post-event report and round-up with participation statistics, media clippings etc.

## ATTENDEES IN 2023

1,996



FROM  
66  
COUNTRIES

TOP COUNTRIES  
France • Germany • Italy • UK • US

# SPONSORSHIP PACKAGES

	Diamond (3)	Platinum (5)	Gold (3)	Silver (5)	Bronze (10)
Price (GBP) excl. VAT	<b>£12,450</b>	<b>£10,500</b>	<b>£8,750</b>	<b>£5,550</b>	<b>£3,450</b>
Complimentary Delegate registrations	4	3	2	3	2
Exhibition space	9 sqm	6 sqm	4 sqm	Table	Table
Welcome Screens	Yes	Yes	Yes	No	No
Publicity as an exhibitor, pre-, during and post-event	Yes	Yes	Yes	Yes	Yes
Exhibitor space on event websites	Yes	Yes	Yes	Yes	Yes
Sponsor Boards in Welcome Square	Yes	Yes	Yes	Yes	No
Quarterly Communications	Yes	Yes	Yes	No	No
Sponsor Section Website	Yes	Yes	Yes	Yes	Yes
Sponsor page on main programme presentations	Yes	Yes	Yes	No	No
Sponsor feature on School of Management Research Brochure	Yes	Yes	Yes	No	No
Logo on Map	Yes	Yes	Yes	No	No
Sponsor feature in the conference proceedings	Yes	Yes	Yes	Logo	Logo
Delegate Bag insert (A4 size max supplied by sponsor)	Yes	Yes	Yes	Yes	No
Sponsor Mentions at Welcome and Closing events	Yes	Yes	No	No	No
One-to-one meetings arranged	Yes	Yes	Yes	Yes	No
Networking event invitations	Yes	Yes	Yes	Yes	Yes
Keynote Sponsorship Logo page	Yes	Yes	Yes	No	No
EURAM Party at the Roman Baths Tickets	5	3	2	2	2
EURAM Welcome Event Tickets	5	3	2	2	2
Onsite accommodation In-room literature/giveaways/merch (supplied by sponsor)	Yes	Yes	Yes	No	No
Participant information and engagement	Yes	Yes	Yes	No	No
Post-event roundup logo inclusion	Yes	Yes	Yes	Yes	Yes
<b>Additional sponsorship</b>					
Keynote Naming Rights Sponsorship	-	-	-	-	-
On-site Route Sponsorship	-	-	-	-	-
Lab Sponsorship	-	-	-	-	-
Welcome drinks	-	-	-	-	-
EURAM Party at the Roman Baths	-	-	-	-	-
Lanyard sponsorship	-	-	-	-	-
Key card folders for on-site accommodation (1,500)	-	-	-	-	-



# UNIVERSITY OF BATH SCHOOL OF MANAGEMENT



The School of Management is one of the UK's leading business schools, and placed in the top 100 in the world for Business and Management Studies in the QS World University Rankings by Subject 2023. We are ranked 1st in the UK for Marketing, 2nd for Accounting & Finance and 3rd for Business & Management Studies by The Complete University Guide 2024.

The University of Bath is a top 10 UK university with a reputation for research and teaching excellence. We ranked in the top 150 universities in the world in the QS World University Rankings 2024.

In the latest Research Excellence Framework (REF), 93% of the School of Management's research was assessed as 'world-leading' or 'internationally excellent'.



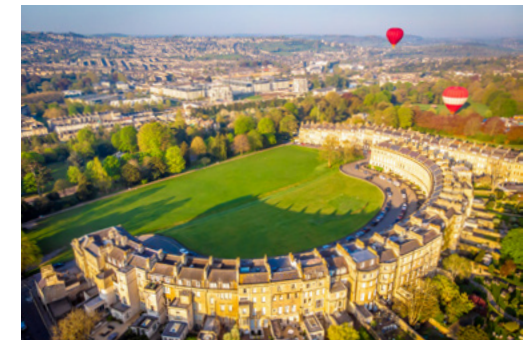
We are delighted to be hosting EURAM 24 in our brand-new School of Management building at Claverton Down, our campus located on the edge of the city.



## CITY OF BATH

Bath has been a designated UNESCO World Heritage Site for more than 30 years, due to its Roman remains, 18th-century architecture and beautiful surroundings. There are many historic locations to visit, including the Roman Baths, Bath Abbey, Royal Crescent, The Circus and a museum dedicated to Bath's most famous resident, novelist Jane Austen.

The compact city centre is home to a wide range of attractions, independent shops, and places to eat and drink. The local area also boasts tourist attractions such as Stonehenge, Avebury and Wookey Hole.



## GETTING AROUND

The city is well connected by public transport. Frequent trains run from Bath Spa railway station to London Paddington (journey time: approximately 90 minutes), and there are regular bus links to Bristol Airport, which is 19 miles away.



# KEY DATES 2024

- 12 APRIL EARLY BIRD REGISTRATION DEADLINE AS A SPONSOR/ EXHIBITOR
- 26 APRIL FLOOR PLAN WILL BE AVAILABLE
- 14 MAY DEADLINE TO PROVIDE THE ADVERTISEMENT FOR EURAM 2024 EXHIBITOR BOOKLET
- 22 MAY DEADLINE FOR PURCHASING EXHIBIT SPACE
- 30 MAY DEADLINE FOR PAYMENT OF EXHIBIT
- 23 JUNE CHECK IN AND SETUP STARTS (FROM 5 PM)
- 24 JUNE EXHIBIT AREA OPENS TO DOCTORAL COLLOQUIUM AND LABS
- 25 JUNE EURAM STARTS AND OPEN TO ALL ATTENDEES
- 28 JUNE EXHIBITS AREA CLOSES AND BOOTHS ARE DISMANTLED FOR CHECK OUT

For more information on the process or to discuss the packages please, contact the EURAM Sponsorship Lead for the School of Management, **Kim Watts** on [kpm40@bath.ac.uk](mailto:kpm40@bath.ac.uk) or +44 (0) 1225 387461 or the EURAM Local Organising Committee: [EURAM2024@bath.ac.uk](mailto:EURAM2024@bath.ac.uk)