

# BUSINESS TRANSFORMATION EUROPE SUMMIT



**28th – 29th October 2025**  
Novotel City, Amsterdam



## SPONSORSHIP & EXHIBITION OPPORTUNITIES

SHAPING THE DIRECTION  
OF TRANSFORMATION

**200+**  
Attendees

**20+**  
Countries

**100+**  
Companies  
Represented

# EVENT OVERVIEW

This year's discussions will centre around the importance of a leader's role to enable transformational people leader in the age of AI, harnessing technologies in the digital era to drive business value and set a course for truly holistic transformation – we invite you to join us and be an influential voice in the room.

The European edition of the world's largest and most prestigious event dedicated to enterprise transformation and operational excellence. Discover the path to enterprise reinvention by re-imagining processes, people and strategy with a digital core. With 50+ speakers and 200+ attendees, don't miss out on the opportunity to be a part of Europe's premier Business Transformation event.



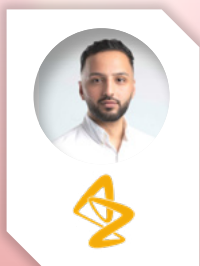
## Attendee functions:

- ▶ Process excellence
- ▶ Operation excellence
- ▶ Digital transformation
- ▶ Operational/Process Excellence
- ▶ Continuous Improvement
- ▶ Intelligent Automation/RPA
- ▶ Change Management
- ▶ Generative AI

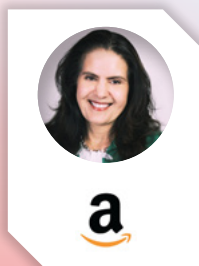
## Attendee Sectors:

- ▶ Financial Services & Insurance
- ▶ Retail, Travel and Hospitality
- ▶ Manufacturing & Supply Chain
- ▶ Technology & Telecom
- ▶ Healthcare, Pharma & Biotech
- ▶ Energy, Utilities & Public Services

## WORLD CLASS SPEAKERS AT THE BUSINESS TRANSFORMATION EUROPE SUMMIT 2025 INCLUDE:



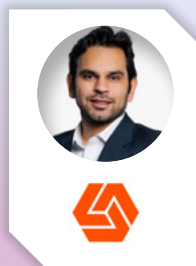
**Zee Amin,**  
Head of  
Transformation  
Management Office,  
**Astra Zeneca**



**Anu Pujji,**  
Principal Global  
Strategic Programs,  
People Experience  
and Technology,  
**Amazon**



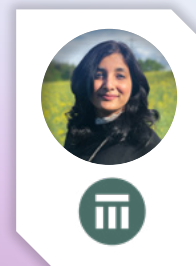
**Clym Stock-Williams,**  
Head of Operational  
Excellence,  
**Vattenfall**



**Abhijeet Rana,**  
Chief  
Transformation  
Officer,  
**Caldic**



**Christy Borrowman,**  
GM & VP Digital  
Data & Media  
Transformation  
Europe,  
**Colgate-Palmolive**



**Kanak Tripathi,**  
Head of  
Transformation,  
**Swiss Re**



**Mike Jefferson,**  
VP Head of Business  
Operations for Digital  
Technology,  
**Volvo Group**



**Pierre Marie Desbazeille,**  
Chief Transformation  
Officer/ CIO,  
**GMG**

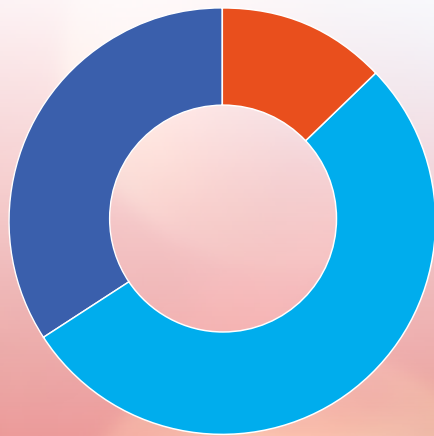


# 2025 ATTENDEE BREAKDOWN

## Most Requested Solutions

- ▶ Process Mapping and Modelling
- ▶ Generative AI
- ▶ Business Process Automation/Digital
- ▶ Process Automation
- ▶ Workflow Management
- ▶ AI & Machine Learning
- ▶ Agile Solutions
- ▶ Change Management
- ▶ Decision Management
- ▶ Document Management
- ▶ Employee Engagement
- ▶ Conversational AI
- ▶ Business Intelligence
- ▶ Predictive Analytics
- ▶ Organisational Culture
- ▶ Digital Adoption Platforms

## Seniority Breakdown



C-Suite	13%
VP/Director/Head	53%
Manager	34%





# ATTENDEES INCLUDE







# KEY THEMES

**Demystifying AI:** Behind smoke and mirrors – breaking down the complexities of modern AI into digestible and workable concepts

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**Technology Transformation and Mitigating Risk:** Understand ways in which to maximise technology-driven transformation and minimise the risks of data security and bias to ensure that AI can be a part of a holistic transformation strategy.

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**Evolution of the Agile Approach:** Maintain a transparent relationship with core stakeholders and leaders within your organisation, not only by operating agile but by ensuring this agile approach carries through into the way we demonstrate results and ROI.

**Balancing Transformation Priorities:** Enable strategic growth in a highly digital age, whilst ensuring the people of the business are also driving this transformation in a positive light

.....

**From Process Efficiency to Process Re-Imagination:** Drive an end-to-end approach to process analysis, and combine lean methodologies with design thinking, robotics and analytics in hybrid digital workplace.



# ENGAGEMENT OPPORTUNITIES

Sponsorship is the most effective solution to share your company's offering with senior business transformation and operational excellence practitioners, who are searching for actionable operational and strategic solutions to address their current business challenges.



## THOUGHT LEADERSHIP

Do you want to become the first solution provider that comes to your clients' minds when they need a solution?

Gain a competitive edge by presenting your products and services to those actively looking for guidance, and with a remit to buy. Included in the package:

- Workshops and Discussion Groups
- Whitepaper email marketing
- Client-led keynotes & testimonials
- Whitepaper/presentation placement on the website

**Get in front of the Business Transformation & OPEX leaders in this space now!**



## CURATED NETWORKING OPPORTUNITIES

Do you struggle to navigate and engage all members of a complex decision-making unit, or are you new to market and looking for a solid contact base within the industry?

You can provide a list of companies and individuals you would like our VIP team to invite. This ensures the right audience is being targeted to reflect your objectives. Our onsite team can help introduce you to your desired prospects. Included in the package:

- Targeted delegate acquisition campaigns
- Prospect listing
- On-site introductions
- Private lunches and breakfast briefings
- Evening networking sessions
- Email introductions
- LinkedIn introductions

**Business Transformation Europe Summit provides extended networking opportunities through curated networking activities, receptions and tech demos!**



## PREMIER BRANDING

Do you want to cement your market-leading position and remain front of mind?

Our facilities for onsite branding and exposure are unbeatable. Our dedicated marketing team can help you to achieve your promotional goals in the months leading up to the event, with brochure drops and tailored website coverage. Included in the package:

- Online presence on the website
- Listings and logos on all event materials
- Lanyard / App / VIP Room sponsorship
- Literature seat drops and flyer handouts
- Survey sponsorship
- Social media marketing

**Be well positioned with the Business Transformation Europe Summit's well designed pre, post and onsite branding opportunities!**



# 2025 PACKAGES

## GOLD PARTNER

- ▶ Keynote speaking opportunity
- ▶ 2m x 3m Networking Booth
- ▶ Three (3) Delegate Passes
- ▶ One (1) Client Guest Passes
- ▶ Delegate list Seven (7) days before the event
- ▶ Branding on all pre-event and onsite

## SILVER PARTNER

- ▶ Speaking in the track opportunity - 25 min presentation with a client
- ▶ 2m x 3m Networking Booth
- ▶ Two (2) Delegate Passes
- ▶ One (1) Client Guest Passes
- ▶ Delegate list Seven (7) days before the event
- ▶ Branding on all pre-event and onsite

## BRONZE PARTNER

- ▶ Thought Leadership - IDG Session- round tables (minimum of 2 rotations of 30 min each with 8-12 attendees per rotation) or Workshop 60-90 min interactive format (30-40 attendees)
- ▶ 2m x 3m Networking Booth
- ▶ Two (2) Delegate Passes
- ▶ Delegate list Seven (7) days before the event
- ▶ Branding on all pre-event and onsite

## EXHIBITION ONLY

- ▶ 2m x 3m Networking Booth
- ▶ Two (2) Delegate Passes
- ▶ Delegate list Seven (7) days before the event
- ▶ Branding on all pre-event and onsite

## OTHER SPONSORSHIP OPTIONS



EVENT APP  
SPONSOR



BOOK  
SIGNING



REGISTRATION  
SPONSOR



WI-FI  
SPONSOR



LUNCH & LEARN  
PRIVATE MEETING



DRINKS /  
DINNER HOST



NETWORKING  
BREAK SPONSOR



START-UP  
PACKAGE

# 2025 PARTNERS INCLUDE







# THE 2025 TEAM

We look forward to connecting with you ahead of this important annual summit, to connect industry leaders with transformation professionals seeking to lead the charge for change in their organisation.



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