

18 – 21 MAY 2026 | ESTORIL CONGRESS CENTRE | LISBON, PORTUGAL

26th European

SSON

**SHARED SERVICES &
OUTSOURCING WEEK**

PARTNERSHIP PROSPECTUS

Europe's #1 Shared Services and GBS Event



EVENT OVERVIEW

Event Vision

Rewire GBS Value from the Outside-In

For over two decades, **SSOW Europe** has empowered GBS and shared services leaders to learn, benchmark and grow together. But by 2026, the true value of our community must extend far beyond that.

The rise of **agentic AI** represents not just an evolution, but a fundamental challenge to the GBS model — one that demands a complete rethink of how value is created and delivered. Recent high-profile cases of GBS disbandment prove that even the most mature organisations are not immune to this disruption.

Against this backdrop, **SSOW Europe 2026** sets an ambitious mandate: to **reimagine the future of GBS and shared services by challenging its value from the outside in.**

This means viewing our purpose not through internal processes and operational silos, but through the eyes of the ultimate customer — internal and external alike. In 2026, we reject the echo chamber. We're inviting the true owners of GBS to take to the **Big Ideas Stage** and tell our community what they need from the GBS organisations of tomorrow.

Our goal: to build the foundations for **future-proof service models**, aligned to a new definition of enterprise value — one that can thrive in the agentic age.

SSOW BY NUMBERS



Why Partner with SSOW 2026

This is more than a conference — it's a turning point for the global GBS community. As a partner, you'll be at the centre of this transformation, helping shape the conversations that define the next era of enterprise value.

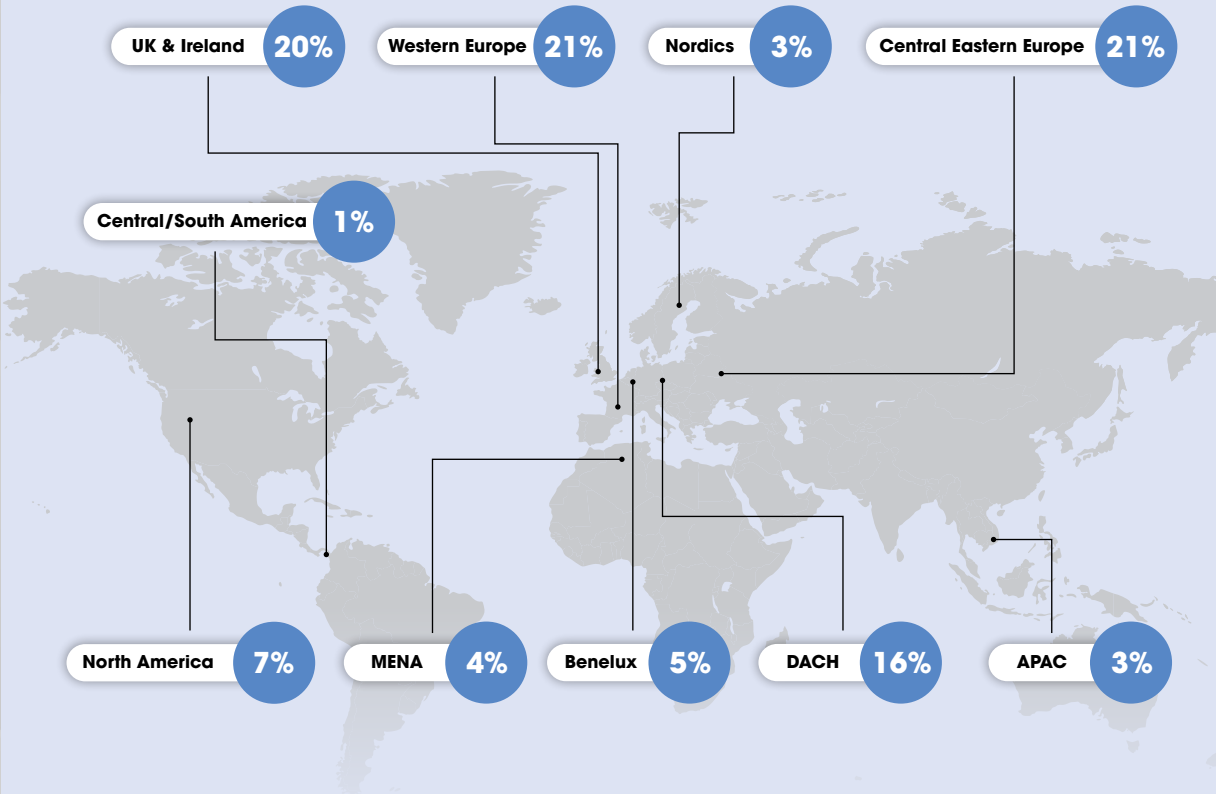
SSOW 2026 offers a platform for you to:

- **Position your brand** as a trusted advisor in redefining GBS strategy, technology and talent for the AI-driven age.
- **Engage senior decision-makers** from the world's leading shared services and GBS organisations.
- **Showcase innovation** that enables agility, customer centricity and data-driven transformation.
- **Shape the narrative** on what future-ready GBS truly looks like.

Join us as we rewire GBS value — from the outside in.

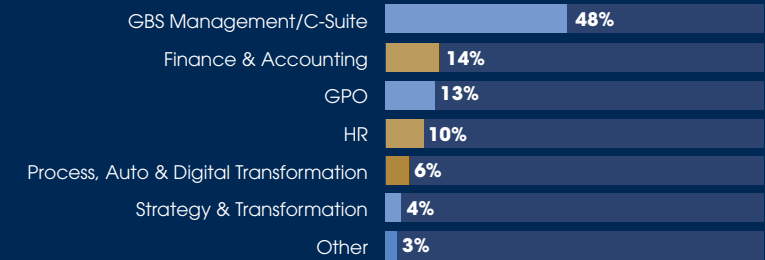


WHO ATTENDS SSOW



FUNCTION

A powerful cross-section of the business services landscape – the SSOW audience spans every major function driving enterprise transformation.

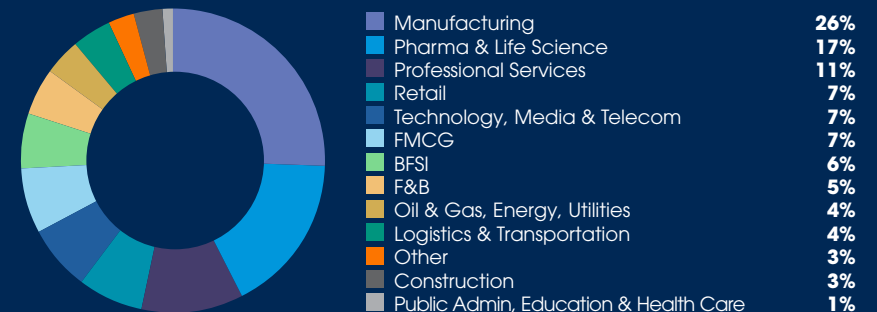


SENIORITY

85% of attendees are decision-makers who control or directly influence the budget.



INDUSTRIES



COMPANIES IN ATTENDANCE

Trusted by the world's leading brands! Over 250 practitioner companies were in attendance in 2025.



And more!

WHAT TO EXPECT IN 2026

FOUR key themes will take centre stage across the Big Idea and Split Plenary Stage – shaping discussions and opportunities for strategic alignment between practitioners and partners:

- **Value:** Moving beyond cost efficiency to unlock tangible business value through process excellence, insight generation, innovation and growth enablement – *where partners can showcase proven ROI and measurable impact.*
- **Services:** Refining service categories, expanding scope and modernising service excellence as the cornerstone of GBS strategy – *giving partners a platform to demonstrate transformative service solutions and delivery innovation.*
- **Capability:** Building competitive advantage in Continuous Improvement, Change & Project Management, Automation and Agentic AI – *offering opportunities for partners to position their tools, technologies and expertise as critical enablers of capability uplift.*
- **Experience:** Reimagining the customer, stakeholder and employee experience to elevate GBS to the next level – *creating dialogue around experience-led transformation and employee empowerment where partners play a key role.*



The **Foundational Capability Stage** returns, equipping attendees with the building blocks for transition, stabilisation and maturity – **a perfect arena for partners to connect with early-stage and scaling GBS leaders seeking foundational support.**

An **expanded GPO Excellence Lab** will spotlight best practices for achieving true end-to-end excellence across S2P, O2C and R2R – **offering solution providers a natural setting to share practical frameworks, methodologies and success stories.**

The **revamped People & HR Services Stage** will address the most people-centric service and experience challenges, **inviting HR tech partners and talent transformation experts to contribute meaningful insights.**

The **Pavilion Stage** is getting even bigger! Learn from – and alongside – the most innovative GBS organisations and ecosystem partners as they share real, practical insights. **Expect heightened partner visibility and collaborative storytelling through case studies and interactive sessions.**

Introducing the **brand-new Agentic AI Showcase Lab**, bringing practical applications of AI to life through tangible business use cases – **a hands-on space for AI partners to demonstrate live capability, spark ideas and generate real conversations about implementation.**

And because **size doesn't always matter** – whether you're small, medium or large – the **size-based stages** help every organisation focus on the challenges that matter most. This tiered approach creates **tailored engagement opportunities for partners to align with GBS leaders at the right maturity level.**

Partners first, always. We remain committed to connecting you with the right audience in operating model reinvention, AI enablement and digital transformation – ensuring meaningful engagement and visibility throughout the event experience.

To see all available package options and prices, contact us: partner@iqpc.co.uk



PACKAGE OPTIONS

Here is a simple guide to some of our packages. For more details or a bespoke package, please contact us: partner@iqpc.co.uk

PLATINUM EVENT PARTNER

Limited to 1 Sponsor Per Vendor Category only Includes:

- 30-minute **BIG IDEAS Main Plenary Keynote Stage** Speaking Slot
- Barista Partner for Event
- 6m x 2m Platinum Exhibit Space
- 10 Event Passes
- Premium Platinum Branding Position
- Introduction Concierge Service
- 1 x SSON Impact Awards Gala Dinner Table

TITANIUM EVENT PARTNER ONLY 2 REMAINING

Limited to 3 Sponsors only Includes:

- 30-minute **BIG IDEAS Main Plenary Keynote Stage** Speaking Slot
- 90-minute Pre-Conference Workshop
- 3m x 2m Gold Exhibit Space
- 6 Event Passes
- Premium Titanium Branding Position
- Introduction Concierge Service
- 1 X SSON Impact Awards Gala Dinner Table

GOLD EVENT PARTNER ONLY 1 REMAINING

Limited to 3 Sponsors only Includes:

- 30-minute **Split Plenary Stage** Speaking Slot
- 90-minute Pre-Conference Workshop
- 6m x 2m Gold Exhibit Space
- 10 Event Passes
- Premium Gold Branding Position
- Introduction Concierge Service
- 1 x SSON Impact Awards Gala Dinner Table

SILVER EVENT PARTNER

Limited to 3 Sponsors Per Vendor Category Includes:

- 30-minute Track Speaking Slot
- 3m x 2m Silver Exhibit Space
- 5 Event Passes
- Silver Branding Position
- 1 x SSON Impact Awards Gala Dinner Table

THE PAVILION STAGE PARTNER

Limited to 3 Sponsors Per Vendor Category Includes:

- 2 x 20mins "Pavilion Stage" Speaking Slots
- 3m x 2m Silver Exhibit Space
- 3 Event Passes
- Silver Branding Position

BRONZE EVENT SPONSOR ONLY 3 REMAINING

Includes:

- 3m x 2m Bronze Exhibit Space
- 2 Event Passes
- Bronze Branding Position

OTHER SPONSORSHIP OPTIONS:



SSON Excellence Awards
Category Host Partner



SSON Excellence
Awards Dinner Table



Exclusive Happy
Hour Host Partner



Official Delegate
Pad & Pens Partner



Official Charging
Station Partner



Barista Partner

WHAT OUR ATTENDEES SAID...

"Your conference stands unrivalled, bringing together the brightest minds for thought-provoking discussions and groundbreaking ideas."

Global Finance Operations, Services Enablement Lead, Nielsen IQ



"Best GBS conference in Europe with great opportunities to exchange directly with thought leaders."

Head of Shared Services Delivery, Deutsche Telekom



"I left energized by the bold vision and shared ambition of our global GBS community."

Head of GBS VP, JT International SA

"Great mix of strategic panels and sessions. The community feel, combined with real discussion on scaling, automation, and governance, makes it a valuable calendar staple."

VP Biz Dev, BusinessOptix

"Innovation and real-life use cases that span the industry beyond the hype!"

Founder, GBX Consulting

"Extremely insightful week learning the latest and greatest of GBS industry. Highly recommended."

Director, GBS Strategy & Transformation, Aptiv

"The networking is second to none and the ability to mix with clients and partners in a relaxed environment is fantastic."

Independent Advisor



"The SSOW Europe conference was a great experience. The organisation was flawless, and the agenda was packed with insightful sessions led by industry experts. I particularly appreciated the opportunities for networking, which allowed me to connect with like-minded professionals and share best practices... I look forward to attending future conferences and recommend SSOW Europe to anyone in the field."

Director Strategy and Business Development GBS, Robert Bosch

WITH THANKS TO OUR 2026 SPONSORS

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Gold Partners



Silver Plus Partner



Silver Partners



Pavilion Stage Partners



Official Event Lanyard Partner



Bronze Partners

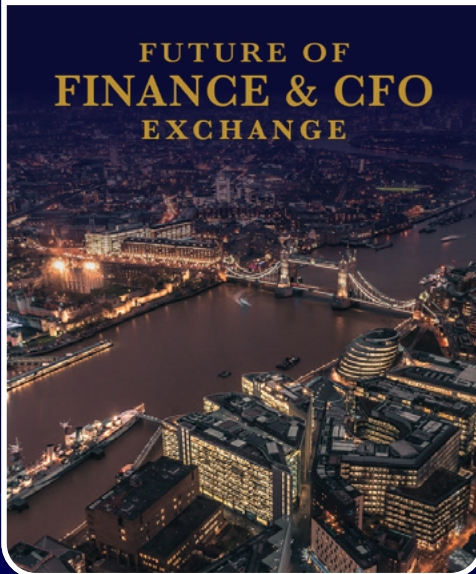


SSOW Research Arm



SSON EVENT CALENDAR 2026 – UKI & EUROPE

11 – 12 MARCH
LONDON, UKI



18 – 21 MAY
LISBON, PORTUGAL



19 – 20 OCTOBER
AMSTERDAM, NL



20 – 22 OCTOBER
AMSTERDAM, NL



CONTACT US

For more information on our thought-leadership, networking and exhibition opportunities, simply contact **Sean McVeigh, Director of Partnerships**, at partner@iqpc.co.uk or call **+44 (0)20 7368 9381**