

**21 – 23 October 2025**

Postillion Hotel & Convention Centre Amsterdam, Amsterdam, Netherland

*19th Annual*

**SSON**

**SHARED SERVICES &  
OUTSOURCING WEEK**

*Autumn*

# **PARTNERSHIP PROSPECTUS**

**END-TO-END VALUE CREATION:  
DRIVING MEASURABLE VALUE BEYOND COST  
CUTTING TOWARDS STRATEGIC IMPACT**

**300+**

**ATTENDEES**

**75+**

**GBS EXPERT  
SPEAKERS**

**25+**

**COUNTRIES**

**150+**

**COMPANIES  
REPRESENTED**



# EVENT VISION

As shared services evolve beyond cost efficiency, the focus for 2025 is clear: how can we drive measurable, **end-to-end value**? GBS leaders must go beyond cost reduction to showcase their teams' full impact on business success. **But what exactly is value?** With competing definitions and growing complexity, understanding, measuring, and proving value has never been more challenging.

At SSOW Autumn, **we're bridging the gap between strategy and action – delivering practical, measurable outcomes that CXOs can quantify.** And we're taking it a step further by exploring how GBS can pivot to a customer-centric approach by anticipating needs and unlocking new opportunities to add value.

The role of consulting and technology partners is more important than ever in helping these GBS leaders as they face this unprecedented complexity. Join us this October in our new host city, Amsterdam, for the industry's most important practitioner-led event.



## Attendee Profile

- > SVP/Head of GBS/Business Operations
- > CFO/VP Finance Operations/Services
- > Global Process Owners (P2P, O2C, R2R)
- > Head of Services Management
- > VP HR Operations/Shared Services
- > VP/Head Digital Transformation

## Solutions Being Sought After



**Intelligent  
Automation**



**Finance & Accounting  
Automation**



**BPO**



**Consultancy/  
Advisory**



**Analytics/  
Forecasting**



**Data  
Management**



**IT**



**HR Tools/  
Automation**



**BPM/  
Process Mining**



**Regional development  
agencies**

# WORLD CLASS SPEAKERS FOR SSOW AUTUMN 2025

75+ speakers will take to the SSOW Europe 2025 stage including:



## Phil Priest

Senior Vice President  
Global Business Services

**Rolls-Royce PLC**



**stryker®**

## Francesco Tacconi

Senior Director, I2C  
Global Process Owner

**Stryker**



AstraZeneca 

## Salvatore Russo

Head of GBS &  
Enterprise Location Strategy

**AstraZeneca**



**ASML**

## Abhishek Kaushal

Global Director HR -  
Services Expertise

**ASML**



## Karsten Kloppenburg

Vice President - Head of GBS Finance

**Bayer**



**BARRY CALLEBAUT**

## Maciej Kulbat

VP, CFO GBS

**Barry Callebaut Group**



## Bob Kurpershoek

VP Finance Transformation  
& Value Realization

**NBCUniversal Media**



KUEHNE+NAGEL 

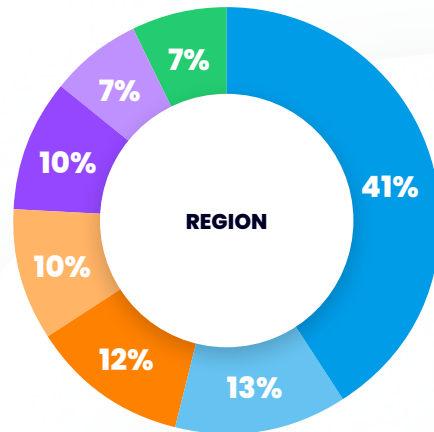
## Mitar Mrdic

National Financial Director / CFO

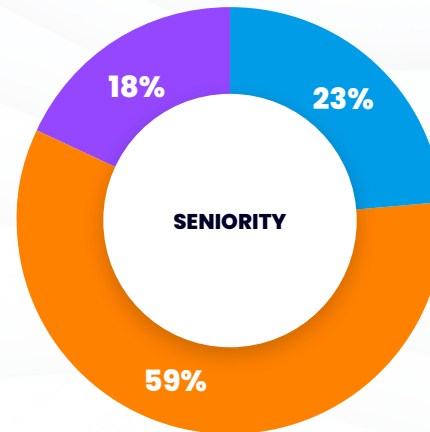
**Kuehne + Nagel**

# PAST ATTENDEE *Snapshot*

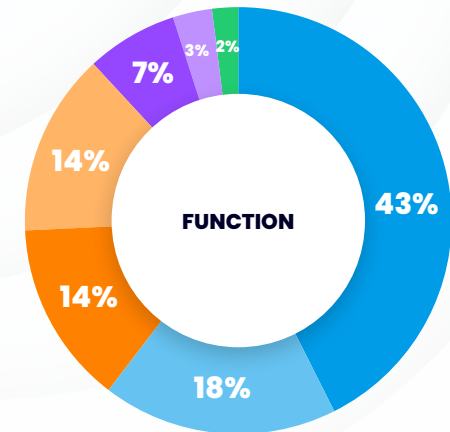
With our relocation to Amsterdam, we are strategically positioned to expand our reach across key regional markets in 2025, including the UK & Ireland, Central and Eastern Europe (CEE), the DACH region, the Nordics, and Benelux.



- UK & Ireland
- South Europe
- RoW
- North America
- DACH
- North Europe
- Eastern Europe



- GBS Leader/C-Suite
- VP/Director/Head
- Manager/Other



- GBS & C-Suite
- Functional Head
- Finance & Accounting
- HR
- Procurement
- IT/Tech
- Marketing/Sales/DB

## INDUSTRIES



Manufacturing – **26%**



Pharma & Life Science – **14%**



FMCG – **10%**



Professional Services – **9%**



Public Administration,  
Education & Health Care – **9%**



Technology, Media  
& Telecom – **9%**



Retail – **7%**



BFSI – **5%**



Oil and Gas,  
Energy, Utilities – **5%**



Logistics &  
Transportation – **4%**



Other – **3%**



# COMPANIES IN ATTENDANCE LAST YEAR



**And more! Download the 2024 Attendee Snapshot**



# 2025 KEY THEMES & FORMATS

Unlock Premium Sponsorship Value with These Powerful Agenda Features

NEW



## Agentic AI Showcase

Position your brand at the cutting edge of enterprise transformation. Be part of the only showcase where pioneering organisations unveil how they're integrating Agentic AI into business strategy to reduce costs and boost efficiency. Align your brand with innovation and the future of work.

NEW



## S/4HANA Implementation Case Studies

Sponsor an exclusive track where real-world transformation stories unfold. Hear directly from your target audience – peers navigating the same journey – about the highs, lows and key learnings from their S/4HANA implementation. Be seen as the expert guiding companies through digital transformation.

NEW



## CXO Priorities Keynote Stage

Gain unrivalled visibility among decision-makers. This keynote series delivers direct insights from CXOs on what they expect from GBS to prove value. Sponsors can align with strategic financial leadership and demonstrate how your solutions support the CXOs agenda.

NEW



## Cost – Performance – Value Stage

Sponsor the most outcome-focused stage of the event. Here, GBS leaders share practical strategies for reducing costs, enhancing performance, and creating measurable business value. Make your brand synonymous with tangible ROI and operational excellence.

NEW



## SSOW Innovate-a-thon 2025

Show your support for innovation in action. This hands-on, high-energy challenge brings together delegates to collaborate, compete, and co-create solutions to real business problems. Sponsors enjoy heightened engagement, thought leadership, and association with the SSOW innovation brand.



## Peer Insights Stage

Sponsor a 30-minute, closed-door session in the Peer Insights Stage to explore the biggest questions within GBS and hear what leaders are struggling with the most. This stage is breaking away from the traditional conference session format and offers a brand-new opportunity to be seen as an innovator and peer within the GBS community.

# INDUSTRY LEAD PARTNER PACKAGE

Exclusive Sponsorship Package and price available on request only

## PLATINUM PACKAGE

LIMITED TO 1 SPONSOR ONLY

### Includes:

- ✓ 30-minutes **BIG IDEAS Main Plenary Keynote Stage** Speaking Slot (300+ audience)
- ✓ 80-minutes **Pre-Conference Masterclass Workshop** (50+ pre-registered audience)
- ✓ **Barista Partner for Event**, Managed Service IQPC will procure Barista Vendor and cover all overhead costs for service – 200+ unique leads generated YoY
- ✓ 6m x 4m Platinum Exhibit Space
- ✓ 12 Event Passes
- ✓ Premium Platinum Branding Position & Elevated Social Media Exposure
- ✓ Introduction Concierge Service – Sponsor will be assigned a dedicated onsite runner to support in making introductions to target delegates/accounts during course of the event
- ✓ 2 LinkedIn/Social Media posts promoting your unique partnership as a Platinum Partner
- ✓ 10 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 6 weeks prior to event

## DIAMOND PACKAGE

LIMITED TO 2 SPONSORS ONLY

### Includes:

- ✓ 30-minutes **BIG IDEAS Main Plenary Keynote Stage** Speaking Slot (300+ audience)
- ✓ 80-minutes **Pre-Conference Masterclass Workshop** (50+ pre-registered audience)
- ✓ 6m x 4m Diamond Exhibit Space
- ✓ 10 Event Passes
- ✓ Premium Diamond Branding Position
- ✓ Introduction Concierge Service – Sponsor will be assigned a dedicated onsite runner to support in making introductions to target delegates/accounts during course of the event
- ✓ 2 LinkedIn/Social Media posts promoting your unique partnership as a Diamond Partner
- ✓ 5 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 6 weeks prior to event

## GOLD PLUS PACKAGE

LIMITED TO 1 SPONSOR PER VENDOR CATEGORY ONLY

### Includes:

- ✓ 30-minutes **BIG IDEAS Main Plenary Keynote Stage** Speaking Slot (300+ audience)
- ✓ 80-minutes **Pre-Conference Masterclass Workshop** (50+ pre-registered audience)
- ✓ 6m x 2m Gold Plus Exhibit Space
- ✓ 8 Event Passes
- ✓ Premium Gold Plus Branding Position & Elevated Social Media Exposure
- ✓ Introduction Concierge Service – Sponsor will be assigned a dedicated onsite runner to support in making introductions to target delegates/accounts during course of the event
- ✓ 2 LinkedIn/Social Media posts promoting your unique partnership as a Gold Plus Partner
- ✓ 5 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 5 weeks prior to event

## OTHER SPONSORSHIP OPTIONS



Exclusive Happy Hour Host Partner



Official Badge & Lanyard Partner



Official Delegate Pad & Pens Partner



Official Charging Station Partner



Barista Partner





# INDUSTRY LEAD PARTNER PACKAGE

Exclusive Sponsorship Package and price available on request only

## GOLD PACKAGE

LIMITED TO 3 SPONSORS PER VENDOR CATEGORY ONLY

### Includes:

- ✓ 30-minutes **Split Plenary Keynote Stage** Speaking Slot (100+ audience) &
- ✓ 30-minutes **Focus Stage** Speaking Slot (50+ audience)
- OR**
- ✓ 30-minutes **Split Plenary Keynote Stage** Speaking Slot (300+ audience) &
- ✓ 30-minutes **Functional Track** Speaking Slot (50+ audience)
- ✓ 4m x 3m Gold Exhibit Space
- ✓ 8 Event Passes
- ✓ Premium Gold Branding Position & Elevated Social Media Exposure
- ✓ Introduction Concierge Service – Sponsor will be assigned a dedicated onsite runner to support in making introductions to target delegates/accounts during course of the event
- ✓ 1 LinkedIn/Social Media posts promoting your unique partnership as a Gold Partner
- ✓ 5 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 5 weeks prior to event

## TITANIUM PACKAGE

LIMITED TO 3 SPONSORS PER VENDOR CATEGORY ONLY

### Includes:

- ✓ 30-minutes **BIG IDEAS Main Plenary Keynote Stage** (300+ audience)
- ✓ 3m x 2m Titanium Exhibit Space
- ✓ 6 Event Passes
- ✓ Premium Titanium Plus Branding Position
- ✓ Introduction Concierge Service – Sponsor will be assigned a dedicated onsite runner to support in making introductions to target delegates/accounts during course of the event
- ✓ 1 LinkedIn/Social Media posts promoting your unique partnership as a Titanium Partner
- ✓ 5 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 5 weeks prior to event

## SILVER PLUS EVENT PARTNER

LIMITED TO 3 SPONSORS PER VENDOR CATEGORY ONLY

### Includes:

- ✓ 30-minutes **Functional Track** Speaking Slot (50+ audience)
- ✓ 3m x 2m Silver Plus Exhibit Space
- ✓ 5 Event Passes
- ✓ Premium Silver Branding Position & Elevated Social Media Exposure
- ✓ 1 LinkedIn/Social Media posts promoting your unique partnership as a Silver Plus Partner
- ✓ 3 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 4 weeks prior to event



## OTHER SPONSORSHIP OPTIONS



Exclusive Happy Hour Host Partner



Official Badge & Lanyard Partner



Official Delegate Pad & Pens Partner



Official Charging Station Partner



Barista Partner



# INDUSTRY LEAD PARTNER PACKAGE

Exclusive Sponsorship Package and price available on request only

## SILVER EVENT PARTNER

LIMITED TO 3 SPONSORS PER VENDOR CATEGORY ONLY

### Includes:

- ✓ 90-minutes (2 x 45mins) **Interactive Discussion Group** Speaking Slot (30+ pre-registered audience)
- OR**
- ✓ 80-minutes **Pre-Conference Masterclass Workshop** (50+ pre-registered audience)
- ✓ 3m x 2m Silver Exhibit Space
- ✓ 4 Event Passes
- ✓ Premium Silver Branding Position & Elevated Social Media Exposure
- ✓ 1 LinkedIn/Social Media posts promoting your unique partnership as a Silver Partner
- ✓ 2 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 3 weeks prior to event



## BRONZE PLUS EVENT PARTNER

LIMITED TO 2 EXHIBITION SPONSORS ONLY

### Includes:

- ✓ 6m x 2m Silver Exhibit Space
- ✓ 4 Event Passes
- ✓ Premium Silver Branding Position
- ✓ 1 LinkedIn/Social Media posts promoting your unique partnership as a Silver Partner
- ✓ 2 Complimentary Enterprise Practitioner passes to full event for clients/prospects to meet your team at event
- ✓ Access to Delegate Data – 3 weeks prior to event



## BRONZE EVENT PARTNER

LIMITED TO 18 EXHIBITION SPONSORS ONLY

### Includes:

- ✓ 3m x 2m Bronze Exhibit Space
- ✓ 3 Event Passes
- ✓ Bronze Branding Position
- ✓ Access to Delegate Data – 2 weeks prior to event



## OTHER SPONSORSHIP OPTIONS



Exclusive Happy Hour Host Partner



Official Badge & Lanyard Partner



Official Delegate Pad & Pens Partner



Official Charging Station Partner



Barista Partner

# WHAT OUR ATTENDEES HAD TO SAY



**"I enjoy these events because they show where the industry is heading and how other companies and GBS leaders are positioning GBS within their organisations."**

**Managing Director, Global Business Services Barcelona, Bayer**



**"Very diverse—this is what I like the most. Different nationalities, different setups, and plenty of sharing. I used this opportunity to get to know the entire community."**

**Director, GBS Strategy, Governance and Compliance, adidas**

**"It gives an opportunity to share thoughts and ideas and, at the same time, learn from leaders sitting right next to me and their ideas."**

**Head, Finance & Accounting Services, WNS**



**"It was an inspiring experience, and it left me feeling energised and ready to implement these new solutions."**

**Vice President, International Business Development, Cadex Solutions**



**"It's an extraordinary event. For me, there's nothing as engaging as connecting with people, listening to their experiences, and building our capability based on their insights."**

**Group Director & General Manager, F&A Global Shared Services, The Duracell Company**

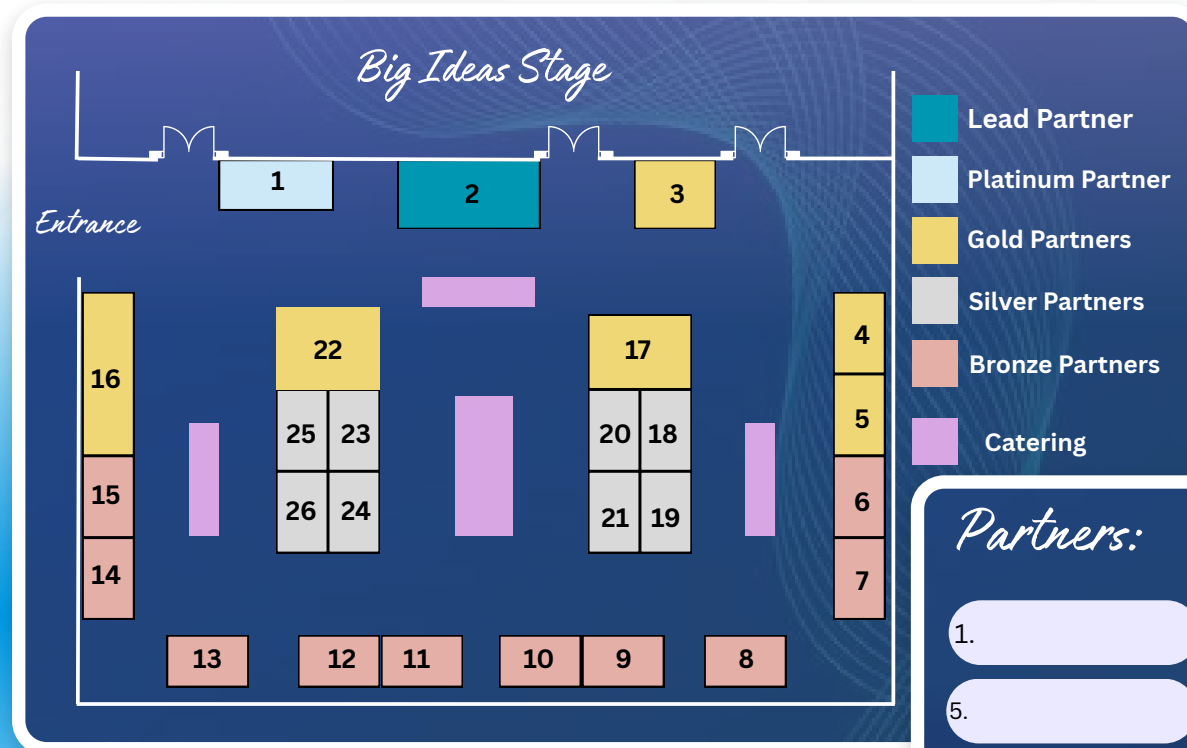


**"I think it's very important to be part of this vibrant community of over 300 stakeholders and executives, to listen in and understand the challenges and goals they're addressing."**

**SVP, Head of Europe, Sutherland**



# 2025 FLOORPLAN



## Partners:

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# WITH THANKS TO OUR 2025 SPONSORS

## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS



For more information on our thought-leadership, networking and exhibition opportunities, simply contact Sean McVeigh, Director of Partnerships, at [partner@iqpc.co.uk](mailto:partner@iqpc.co.uk)

GET IN TOUCH