



MEMBERSHIP PROPOSAL

EMERGING PAYMENTS
— ASSOCIATION —

MAKING PAYMENTS WORK

Join the EPA for your industry, for your
business and for you



The exposure offered to EPA members provides exceptional value for money, and has increased our network of clients, prospects and partners. Since joining, we have grown our business faster, alongside the best partners in the industry, and the EPA has been extremely helpful to us in doing that.”

Alison Donnelly, FSCom

www.emergingpayments.org

Our community - Be known by the company you keep

£6 trillion+
transacted annually

150+
members

300,000+
staff

Benefactors



Community Patrons



Community Members



ScaleUp Community Members



To join our community, call Nick May on +44 (0)7899 814 232
or email Nick.May@emergingpayments.org

Welcome

To the leading and most influential membership association in payments.

In these unprecedented times, when community is more important than ever, the EPA brings together the payments ecosystem which is an essential service to our industry. By giving access to a breadth of knowledge and expertise, a strong united voice and an influential network, we create a place where, together as an industry, we can make a difference.

The EPA provides the payments community with:

- A forum in which to learn, collaborate and do business with contacts you would not otherwise have met
- A view on pain points that your peers encounter and act upon, such as access to bank accounts, changing industry standards, new regulations and open banking
- A perspective that is ahead of the curve, so you can develop products and services in line with what is coming down the road

- Opportunities to speak to regulators, tap into the heart of central government and engage with authorities to affect change across the wider industry

I believe that belonging to the EPA gives us a chance to contribute to the world around us. To influence who adopts emerging payments products and services. And to help improve lives everywhere. If you want to effect change within the industry, join the EPA.



Andrea Dunlop
Chair
EPA Advisory Board



Joining the EPA provides you with an integrated, year-round sales and marketing solution. With a series of networking events throughout the year providing both physical and virtual business development opportunities, complimented by a year-round digital marketing campaign and additional lead gen and sponsorship opportunities, you'll have no problem proving an ROI on your community membership investment.



Inside a year, our cost per customer acquisition had fallen by 15% and revenues grown by 20%.”

Jeff Banks, Blue Train Marketing



Why join the EPA?



BUSINESS DEVELOPMENT:

Establish new relationships, partnerships and sales leads while achieving faster time to market, through active participation and engagement in EPA networking events, projects, activities and publications.



MARKETING AMPLIFICATION:

Increase your brand awareness, generate sales leads and maximise your ROI by utilising the EPA's social media, newsletters, online presence, events, projects and sponsorship opportunities to increase your reach and reduce spend.



COLLABORATION OPPORTUNITIES:

Increase your influence within the industry by collaborating with other buyers, sellers and partners from across the payments ecosystem to bring about change and direct policy.



CREDIBILITY AND PROFILE:

Obtain enhanced credibility, brand awareness and boost your personal and corporate profile by associating yourself with the EPA.



MARKET INTELLIGENCE AND EDUCATION:

Gain a competitive advantage, establish thought leadership and ensure your team are up to date with priority access to market intelligence, insight and educational resources.



FINANCIAL SAVINGS:

Benefit from the EPA's negotiating power and partnerships to maximise use of your budgets and identify cost savings.



“Since Visa was welcomed into the Emerging Payments Association, we have met a lot of interesting folks who have gone on to become our trusted partners and customers. We love the format of informal networking which builds trust, and without doubt, the EPA has been the best marketing money we spent in terms of results for the last couple of years.”

Hugh Kingdon, Visa

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or email Nick.May@emergingpayments.org

Guided by our advisory board of experts...

Our Advisory Board guides the direction of the EPA's activities and projects to help make payments work for everyone. The Advisory Board believes that the EPA can help address three issues facing us all:

- 1 Society could be better served by payments
- 2 The payments industry could better balance the interests of everyone
- 3 Regulators could be closer to the market and have a more holistic view



Andrea Dunlop
Chair, **EPA Advisory Board**
Non-exec



John Davies
Deputy Chair, **EPA Advisory Board**
& Chairman, **Kompli-Global PLC**



Myles Stephenson
Deputy Chair, **EPA Advisory Board**
CEO
Modulr



Alan King
Group President,
Europe and
Australasia
Fleetcor



Angela Yore
Managing Director
SkyParlour



Anna Tsyupko
CEO
Paybase



Anne Pieckielon
CEO
The Inclusion Foundation



Jeremy Nicholds
CEO
Judopay



Huw Davies
CCO and Co-Founder
Ozone Financial Technology



Muhammad Asim
Independent



Marion King
Director of Payments
NatWest



Monica Eaton-Cardone
COO & Co-Founder
Chargebacks911



Neil Harris
Group CCO, **GPS**
Chair, **The Inclusion Foundation**

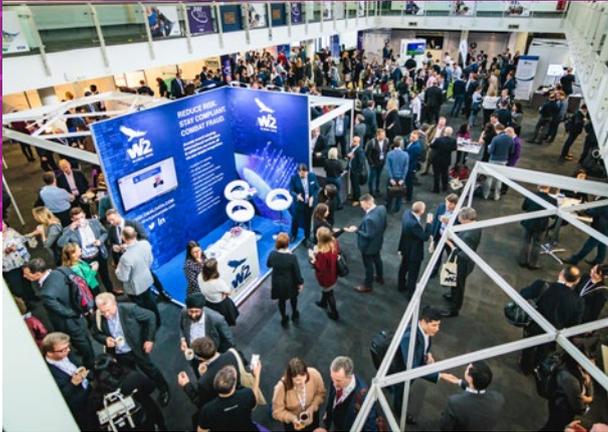


Scott Abrahams
Group Head
Acceptance &
Emerging Payments
MasterCard



Tessa Unsworth
Chief Commercial
Officer
PPS

EPA Community Networking Events



PAY360 CONFERENCE

The annual conference for the industry, bringing together over 800+ payment professionals to network, share best practice and drive the industry forward.

PAY360 2020 will be a virtual event and PAY360 2021 will be a hybrid event, merging all the benefits of virtual with physical.

For more information visit www.pay360conference.com

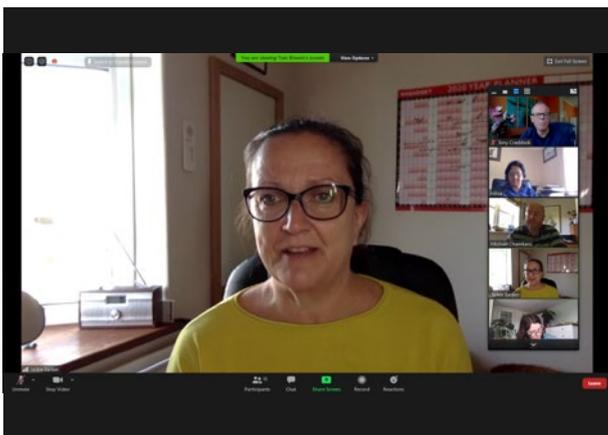


EMERGING PAYMENTS AWARDS

A glittering and glamorous ceremony attended by over 750 of the industry's most senior thought-leaders and decision-makers, with 46% of attendees C-suite level or above.

With over 275 submissions annually, it is a true honour to win a coveted EPA award and it is THE place where the payments sector comes together to celebrate the industry's greatest achievements each year.

For more information visit www.emergingpaymentsawards.com



EPA ROUND TABLES

Where 12 carefully selected senior C-suite payment executives come together to network with their peers and discuss a topical payments-related theme.

Discussions are carefully facilitated by the EPA host and held under Chatham House rules to ensure relationships are built, learnings exchanged and partnership opportunities created.



It was really an excellent evening. Pulling so many processors around a table for a constructive conversation was highly valuable and only achievable through the facilitation of the EPA... I'd love to do another (round table), perhaps with the processors influencing the questions asked, to recognise further how where we can align for the betterment of the industry... ”

Joanne Dewar, Chief Executive Officer | Global Processing Services (GPS)

Network with your industry peers, regulators and payments users at our virtual or physical community networking events. Held throughout the year in various formats, they provide the ideal opportunity to come together and benchmark best practice, build profitable relationships and celebrate success in the industry.

Passes are included in all membership packages, quantity dependant on the level of membership taken (see pages 10 - 13 for details). Top up sponsorship opportunities at special rates are also available for members looking to further promote their business activities.



EPA SUMMER PARTY

One of the highlights of the payments year, where members and guests come together for an evening of exclusive networking at a stylish London city centre location.

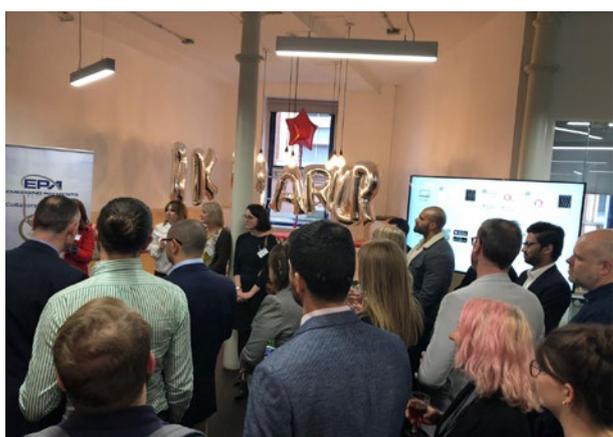
Usually held at an al fresco location where you can enjoy the evening sun, cocktails in hand, for discussions in a relaxed business environment.



EPA CHRISTMAS PARTY

A festive celebration that brings together all the EPA members and their guests to revel in the Christmas spirit.

A fantastic opportunity to share the year's achievements and to make plans for the year ahead.



EP@HOME

A regular series of virtual and physical networking events bringing members together to network and establish new contacts and sales leads over breakfast, lunch or after work drinks.

To find out more about the sponsorship opportunities available at these events call Keri Farrell on (0) +44 (0) 7771 349575 or email keri.farrell@emergingpayments.org

Market Intelligence and Education



EPA HOT TOPIC WEBINARS

A combination of exclusive member only webinars and open, member led webinars, they allow payment professionals to come together virtually to discuss key industry topics, market trends, new technologies and regulations.



EPA HOT TOPIC SEMINARS

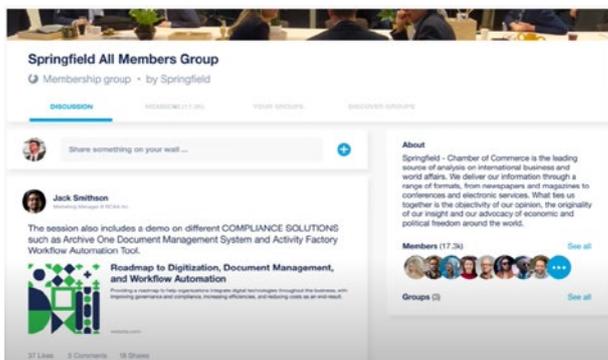
Delivered as a physical or virtual event, they are the perfect opportunity for you to learn about a hot industry topic, hear from expert speakers and network with your peers in person.

These are a popular sponsorship top-up option, as they not only allow you to showcase your expertise and position yourself as a thought leader, but have also proved to be a successful lead generation tool.



PAYMENTS 101 TRAINING COURSE

Payments 101 is a one-day training course delivered by an EPA Ambassador as a live virtual event. It provides a solid foundation level of education for those new to the payments industry, experts in one aspect of payments looking for appreciation of other aspects of the ecosystem, and payments professionals whose knowledge could benefit from being updated and refreshed.



COMMUNITY MEMBER PLATFORM AND APP

Coming in 2020...

As a member you will be invited to join our digital community platform and app, where you can directly message other members, share business cards, post ideas on the community wall, showcase your company and book yourself onto events.

To join our community, call Nick May on +44 (0)7899 814 232 or email Nick.May@emergingpayments.org

Projects and industry collaborations

Join one of the EPA's 6 project working groups which bring together more than 100 volunteers to address the community's three issues:

- 1. Society:** The EPA promotes an inclusive and diverse society where trusted, secure and accessible payments benefit everyone and a payments industry where all opportunities are equal, and all voices are heard.
- 2. The Payments Industry:** The EPA encourages a harmonious and competitive ecosystem where new technologies, regulations and user behaviours influence the industry's structure, culture, participants and direction.
- 3. Regulators:** The EPA is resetting the nature of the payments industry's relationship with regulators to achieve the right balance between policing and partnering, competition and innovation, and resilience and growth.



PROJECT RECOVERY

Mitigating the damage of COVID-19 and stimulating a rapid recovery



PROJECT INCLUSION

Enabling access to financial services everywhere



PROJECT INTERNATIONAL TRADE

Delivering trade missions to promote members to other markets



PROJECT OPEN BANKING

Unleashing the potential for payments



PROJECT FINANCIAL CRIME

Tackling the root causes of fraud and money laundering



PROJECT REGULATOR

Helping the regulator to help us

Join the EPA

Community Member

£9,900

Community Members are companies that want to participate actively in the payments industry, promote their products and services to others, and get the inside track on where, how and when the industry is developing.

Community Members receive the benefits below

Community Patron

£16,000

Community Patrons are companies that want the benefits of being a Community Member but also want to accelerate the growth of their business and raise their profile. Companies can join as a Community Patron or upgrade from Community Member.

Community Patrons receive all Community Member benefits plus the benefits below



Business Development

Receive 2 free places and 2 free guest passes at the EPA's annual 2-day PAY360 digital conference attended by 800+ payments professionals, with the option to purchase further tickets at a discounted Community Member rate

Receive 10 personal introductions by email each year selected from the EPA's 150 members and '000s of contacts

Receive 2 places and 2 guest passes for all monthly EP@Home networking events (both physical and virtual meet-ups)

Receive 4 places and 2 guest passes for the EPA Summer Party and EPA Christmas Party

Receive 2 additional free places at the annual PAY360 conference and the option to purchase additional tickets at a further discounted Community Patron rate (total 4 places and 2 guest passes)

Receive 15 additional personal introductions during the year (total 25)

Receive 2 additional places (total 6) at all monthly EP@Home networking events

Receive shared sponsorship of an EP@Home networking event (subject to availability)



Marketing Amplification

Present your products and services to the EPA membership via your own Community Member page of the EPA's website to raise brand awareness and generate sales leads*

Promote your company and news stories throughout the year on the EPA's website

Host 1 white paper and 1 video in the EPA library and promotion to the EPA's members and through the EPA's social media channels for the purposes of lead generation

Feature your profile and team within the EPA Community App* and use it to register at EPA events, obtain access to membership benefits and reach other members

Receive an upgraded Community Patron page on the EPA website that gives you increased brand awareness

Receive priority positioning of your company and news stories on the EPA's website

Host additional white papers and videos in the EPA library and discounted rates on newsletter or EPA publication sponsorship

Receive extended member profile and prioritisation within the EPA Community App*

Receive support for your Social Media activity on LinkedIn and Twitter using the reach of the EPA



Collaboration Opportunities

Join a Project Working Group to collaborate on industry initiatives, thereby establishing strong relationships with industry peers and gaining the inside track on what's happening (subject to a place being available on the working group)

Contribute to EPA lobbying and advocacy initiatives by participating in activities of an EPA Project Working Group

Receive Community Patron discounts on sponsorship of EPA Research and EPA White Papers

Join the EPA

Community Member continued...

Community Patron continued...



Credibility and Profile

Use your EPA Community Member logo to boost brand awareness and demonstrate credibility as a community participant

Boost your personal and corporate profile by attending Project events and engaging with sessions to make your voice heard

Book a table at the Emerging Payments Awards at a 10% discounted Community Member rate

Use your EPA Community Patron logo to boost brand awareness and demonstrate company credibility as a community supporter

Receive opportunity to host a C-Suite Round Table networking breakfast, lunch or dinner and select the guests and theme (instead of co-sponsorship of an EP@Home networking event and at an additional cost of £1,500)

Get priority booking on tables at the Emerging Payments Awards.

Receive a 10% Community Patron discount on sponsorship of the Emerging Payments Awards



Market Intelligence & Education

Receive 2 places for Hot Topic Member-Only Webinars

Receive 2 places and 1 guest pass for all Hot Topic Open Webinars

Receive access to exclusive EPA content on the EPA website including whitepapers, on-demand webinars and research

Receive 1 place on a Payments 101 eLearning course and a Community Member discount for additional places

2 additional places for all Hot Topic Member-Only Webinars (total 4)

2 additional places for all Hot Topic Open Webinars (total 4 and 1 guest pass)

Receive 1 additional place on a Payments 101 eLearning course (total 2) and a Community Patron discount for additional places



Financial Savings

Obtain sales and marketing cost savings, due to the results achieved through EPA membership

Receive discounts to attend industry events like Money 20/20 Europe

Receive free consultation with ForrestBrown to identify R&D tax credits

Receive discounted Community Member rates for attending costed EPA events and buying sponsorship

To join our community, call Nick May on +44 (0)7899 814 232
or email Nick.May@emergingpayments.org

Become a Benefactor

Benefactor

Price on application

Benefactors are Community Members or Community Patrons that also want to promote their industry leadership and influence the strategic direction of a particular EPA Project.

Both Community Members and Community Patrons can become Benefactors.

Benefactors receive all the benefits below



Business Development

Receive the support of a dedicated networking manager at PAY360 who will contact delegates to secure meetings for you (2021)

Receive 25 additional personal introductions during the year (total 50)



Marketing Amplification

Receive brand association with an EPA Project and its outputs, including white papers, events and online activities

Receive an upgraded Community Benefactor page on the EPA website that gives you increased brand awareness and presents your products/services more prominently

Receive Community Benefactor sponsorship benefits on EPA Project webinars promoted to the EPA community via dedicated emails and social media for the purpose of lead generation

Receive increased support for your Social Media activity on LinkedIn and Twitter with more commenting and tagging



Collaboration Opportunities

Endorse an EPA Project to promote your status as an industry leader and influence its strategy, scope and direction

Receive Benefactor discounts on sponsorship of EPA Research and EPA White Papers



Credibility and Profile

Use your EPA Community Benefactor logo to boost brand awareness and demonstrate company credibility as a community leader

Join as a Community Patron to receive amplified benefits on Community Membership. Enhance your Community Member or Community Patron package to gain the additional benefits associated with being a Benefactor...

Benefactor Benefits
Price on application

**Community Member
and Community Patron
Benefits**
£16,000

**Community Member
Benefits**
£9,900



“For more than a decade, Emerging Payment Awards celebrate leadership, good governance, innovation and excellence. A platform where everyone has an equal chance to participate, connect and influence. I’m truly honoured to be a part of such an esteemed group of industry experts.”

Svetlana Hoffmann, Yimba

Join as a ScaleUp Community Member

Organisations at an early stage in their development play an important role in our community. We would like to remove any friction that would otherwise prevent them from joining. ScaleUp Community Members receive the same package as Community Members, but at a fraction of the cost (80% discount in Year 1, 50% discount in Year 2, minimum commitment two years).

To be eligible for ScaleUp Community Membership your company must have revenues below £2m, have raised less than £2m in equity funding or loans, and been around for less than 2 years.

To join our community, call Nick May on +44 (0)7899 814 232
or email Nick.May@emergingpayments.org

EPA Ambassadors

EPA Ambassadors are independent payments experts who support our members by providing advice and guidance, and actively promote the EPA and its objectives.



LEAD AMBASSADOR
David Parker
 CEO
 Polymath Consulting



David Carr
 CEO
 EU Prepaid Ltd



Jackie Barker
 CEO
 Barker Consultancy Ltd



Alan Smith
 Founder
 Defrayal Limited



Kevin Hayler
 CEO and Founder
 Aubas Consulting Ltd



Mark McMurtrie
 Director
 Payments
 Consultancy Ltd



Michael Chambers
 Director
 Northey Point



Neira Jones
 Ambassador
 EPA



Ian Staniforth
 Director
 twenty8k consulting Ltd



EPA Partner Associations

The EPA has established Partner Associations in Asia and the EU in Luxembourg. Like EPA in the UK, they deliver events to enable collaboration and projects to enable change. They are committed to sharing and exchanging knowledge, and building bridges across the world so their members and those of other Partner Associations benefit and can speak together with a louder global voice.

When a company is a Member, Patron or Benefactor of one EPA and wants to join another EPA, the price is discounted. For information about the cost of joining our Partner Associations, or the cost of EPA Global Membership, please call Nick May on +44 (0)7899 814 232 or email Nick.May@emergingpayments.org.



Thibault de Barsy
 Vice-Chairman & General Manager
 EPA EU



Camilla Bullock and John Ryan
 Joint Director General
 EPA Asia



EPA's Schedule of Membership Activities in 2020*

Activity		May					June					July			
		Wk 18	Wk 19	Wk 20	Wk 21	Wk 22	Wk 23	Wk 24	Wk 25	Wk 26	Wk 27	Wk 28	Wk 29	Wk 30	Wk 31
1	Hot Topic Open Webinars Insight-led Webinars open to all						✓		✓			✓			
2	Hot Topic Member-Only Webinars Research-led webinars exclusively open to Community Members					✓	✓		✓					✓	
3	Project Meetings Meetings of the six EPA Project Working Groups		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Project Outputs Reports, research papers, briefings and white papers			✓		✓		✓			✓				
5	EP@Home Networking Upbeat virtual tech-enabled community gathering					✓	✓								
6	EPA Summer and Christmas Party Upbeat virtual Remo-enabled online gathering											✓			
7	PAY360 Conference Authoritative two-day virtual conference														
8	Emerging Payments Awards Prestigious Annual Awards Celebration														
9	Payments 101 1-day live introduction to payments course		✓		✓						✓				

August					September				October				November					December				
Wk 32	Wk 33	Wk 34	Wk 35	Wk 36	Wk 37	Wk 38	Wk 39	Wk 40	Wk 41	Wk 42	Wk 43	Wk 44	Wk 45	Wk 46	Wk 47	Wk 48	Wk 49	Wk 50	Wk 51	Wk 52	Wk 53	
						✓										✓						
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*Subject to change - please check www.emergingpayments.org for details



EMERGING PAYMENTS — ASSOCIATION —

If you have any questions please do not hesitate to contact us, the EPA team is here to help...

For Membership Enquiries or Awards Tables

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For Event Sponsorship Opportunities

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