



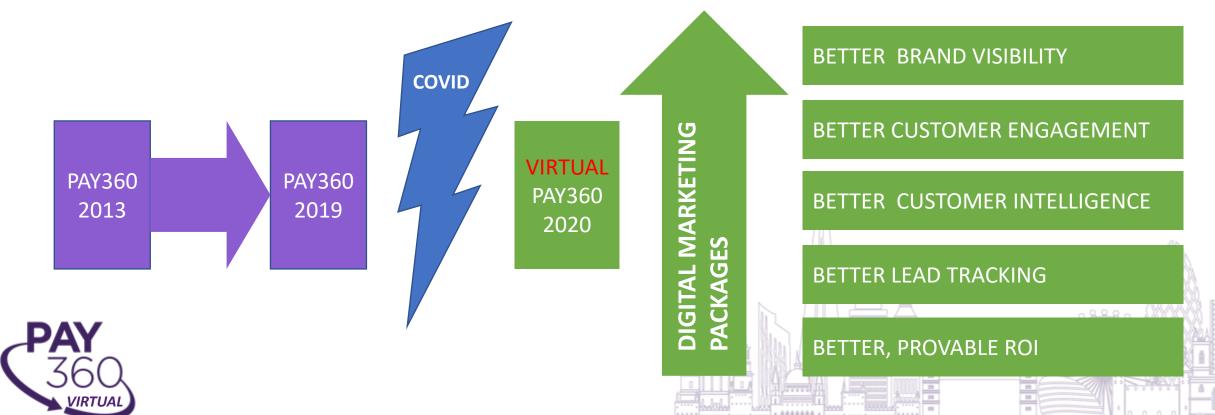
Digital marketing programmes

PAY360 good, Virtual PAY360 better

PAY360 has been the annual conference for the payments industry since 2013. It's where the elite in payments meet to do business.

A physical event clearly isn't possible in 2020. So, with the support of **Lead Sponsor**, **Visa**, and **using cutting-edge virtual conferencing software from iVent**, the EPA has developed **a virtual alternative** which offers you **even better opportunities to meet**, **engage**, **follow up and convert prospects and partners**.

This document summarises a range of data-driven marketing programmes that deliver your business objectives.





Virtual PAY360 format

Virtual PAY360 isn't another disengaged Zoom webinar.

iVent is cutting-edge event software, which delivers the virtual reality of a live event, plus the added ability to identify, target and engage with specific delegates, not just hope you'll find them in the crowd...

Virtual PAY360 format includes:

Speaker sessions on community-driven subjects, delivered by global experts

Sponsor and exhibitor presentations on a 20x20 format (20 slides x 20 secs)

Networking breaks, facilitating direct engagement with other delegates and exhibitors

PAY360 App to arrange meetings and contact other delegates / speakers. *In 2019 the app facilitated 1,400 badge scans, 500+ QR codes scans and c.400 meeting requests*

Engagement tools such as competitions, in-event surveys, research, quizzes, special offers, entertainment and industry 'celebrities'







Typical event-based prospecting

Prospecting at physical events is too often based on hope:

You hope your prospects are coming

You *hope* they turn up on the day

You hope that you can find them in the crowd

You hope they come to your stand

You *hope* what you're selling is relevant to their needs

You hope, in the time available, you communicate your value proposition

You *hope* they can remember your value proposition the next day

You hope they return your follow-up call...

1: You *hope* they're coming

2: You *hope* to meet them at the event

EVENT

TIMELINE

3: You *hope* they remember you & return your call...



Virtual PAY360 three-phase marketing

Virtual PAY360 marketing programmes help you engage your prospects before, during and after the event

The marketing programmes (dependent on the package) actively facilitate two-way communication between you and your prospects before, during and after the event so you're *certain* your prospects see and engage with your sales messaging. Hope is not required.

1: You engage them *before* the event

2: You engage them *during* the event

3: You engage them *after* the event

TIMELINE

THE EVENT

Better brand visibility

Better customer engagement

Better customer intelligence

Better lead tracking

Better, provable ROI





Virtual PAY360 marketing packages

		Engage <i>beforehand</i>	Engage during	Engage afterwards
	Headline	 Prospect/partner meetings Keynote pre-event video Co-branded digital/social media Endorse industry survey on Project Recovery 	 Opening keynote speaker slot Headline branding Custom-built premium virtual booth Compliance Training Taster Workshop Industry Survey Presentation On-Demand Staff and guest passes Hosted tables at Remo networking event 'Meet the Speakers' Breakfast Meeting 	 Branded post-event marketing Post-event promotion of your sponsorship Access to all opt-in contact details
	Gold £21k	 Contact with attendees before event Co-branded digital/social media as Gold Sponsor 	 Panel speaker slot Co-branding as Gold Sponsor Premium virtual booth Hosted tables at Remo networking event Staff and guest passes 	 Branded post-event marketing Promotion of panel session video post-event Access to opt-in contact details
	Bus. Lounge	 Co-branded digital/social media as 'Business Networking Lounge Sponsor' 	 20 x 20 Innovation showcase demo slot Branded 'Business Networking Lounge Branding as 'Business Networking Lounge' Sponsor Hosted table at Remo networking event Virtual booth Staff and guest passes 	 Branded post-event marketing Link to your showcase demo video post-event Access to opt-in contact details
	Silver £15k	Co-branded digital/social media as 'Silver Sponsor'	 Panel speaker slot Co-branding as Silver Sponsor Virtual booth Hosted table at virtual Remo networking event Staff and guest passes 	 Branded post-event marketing Link to your keynote video post-event Access to opt-in contact details
	Showcase _{£8k}	Co-branded digital/social media as 'Showcase'	 20-20 Showcase Demo slot Virtual exhibition booth Delegate access to networking and speakers 	Branded post-event marketing
4	Exhibitor ^{£6k}	Co-branded digital / social media as 'Exhibitor'	 Virtual exhibition booth Delegate access to networking and speakers 	Branded post-event marketing



Virtual PAY360: who's going to be there?

2019 Sponsors and Exhibitors include:

- Banking Circle
- Clearhaus
- EVRY
- HooYu
- Transactive
- TransUnion
- Visa
- W2

- Mastercard
- Mclear
- Moorwand
- NatWest
- Open Banking
- PrePay Solutions
- The Money Charity
- Token

Over 800 delegates registered to attend the physical PAY360 in March 2020. Companies booked to attend *Virtual* PAY360 include:

- Alipay
- Amazon Pay
- Pay.UK
- Banco do Brasil
- Barclays
- BT Global Services
- Cashplus
- Crown Agents Bank
- HSBC
- Lloyds Banking Group
- Mangopay
- Metro Bank
- N26
- NatWest
- Oaknorth

- OBIE
- Danske Bank
- Dejamobile
- DIT
- Deutsche Bank
- Dixons Carphone
- Facebook
- FCA
- Ghana International Bank
- Samsung Electronics UK
- Santander
- Silicon Valley Bank
- Sodexo
- Starling Bank
- Turk Telekom





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Find out about what's in each of the Virtual PAY360 Packages

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For more information on these packages or to reserve your Package contact
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