ALARM

PARTNERSHIP AND EXHIBITION BROCHURE



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WHO WE ARE

ALARM is a not-for-profit professional membership association that has supported risk management practitioners since 1991. We provide our members with outstanding support to achieve professional excellence including education, training, guidance and best practice, information and insight, networking, and industry recognition for excellence across risk management.

With over 1000 members ALARM is unique in that it is run by members, for members, so everyone can get involved. We support practitioners that have a responsibility for (but not limited to) risk, insurance, business continuity, emergency planning, governance, health & safety, assurance, audit and anti-fraud, across the following:

- Local government - councils, unitary, mayoral offices, combined and devolved authorities
- Blue light - police, crime commissioner offices, fire & rescue services, and ambulance services
- Education - schools, colleges, universities, and exam boards
- Central and devolved government departments and agencies
- Health & social care - NHS trusts, GP surgeries, and care providers
- Housing - registered providers, arm's length management organisations, for-profit housing providers, and councils
- Third sector - charities and not-for-profit organisations
- Transport – train operators, road and rail networks
- Other organisations commissioned to provide services to communities and citizens.

Our key strategic objectives

- Be a highly valued, respected and influential professional membership association to members and other stakeholders.
- Support the needs of risk practitioners in their professional development and recognize excellence in their use of risk management.
- Be recognised as an excellent provider of risk management guidance and best practice products and services.
- Sustain and build relationships
- Be a well governed, responsible, resilient and sustainable organisation.



Our vision

ALARM's vision is that professionals with the responsibility for the management of risk are trained, supported and recognised for the excellent work they do and to raise the profile of risk management professionals.

Our mission

ALARM's mission is to promote excellence in risk management practice, to support career development and be the member organisation of national influence, with good depth of membership, high levels of member and sponsor engagement, quality events, education and training.

Our voice

ALARM will set the professional standard on what strong risk management looks like and will help risk practitioners be the best in their roles, develop professionally, and support their organisations in embracing risk. We will represent members and influence on their behalf across all elements of risk management in the UK.





Our structure

ALARM MEMBERS

Individual and corporate members from various regions, disciplines and sectors who learn and share best practice together

ALARM BOARD

Directors and observers who, as volunteers, look after the organisation's strategic management and resilience

PARTNERS

Partners that provide professional, technical and financial support to help ALARM achieve key strategic objectives

ALARM COMMITTEE CHAIRS

Representatives from the membership who lead regional and sector groups to delivery events on behalf of the ALARM Board

OPERATIONAL DELIVERY GROUP

Representatives from the membership who undertake specific tasks that relate to operational activity, initiatives or developments on behalf of the board

ADMINISTRATION AND SUPPORT

Our contractors and suppliers provide a range of specified services to support ALARM and our members



GET INVOLVED



We're delighted to work with a wide range of market leading partners and sponsors, helping us lead the way for risk management professionals across the UK.

Partnership drives our work forward, helping us to achieve our goals, embrace risk and provide unrivalled support to our members. Our partners play a huge part in allowing us to share our experience and forward-thinking guidance to others.

We offer two main types of partnership, Corporate and Conference, each divided into up to four tiers; Platinum, Gold, Silver and Bronze, with varying costs and benefits. Our packages are flexible and can help boost your company's profile with industry decision-makers across the UK.
Contact julie.gray@alarmrisk.com to discuss.

WHAT OUR MEMBERS SAY

Our members come from a wide range of backgrounds within public services, bringing different experiences, perspectives and expertise to our community. Watch the videos to meet a few of them and hear, in their own words, what membership means to them.





CORPORATE PARTNERSHIP

Our corporate package can help your organisation engage with ALARM members regularly. With a wide range of benefits, partnership enables your company to:

- Gain direct access to our members
- Demonstrate you're committed to supporting individuals and organisations in the industry
- Partner with us on our industry discussions and reports, technical or best practice papers, and regular publications
- Make the most of our in-person and virtual national and regional events, and sector specific seminars, to showcase your expertise
- Feature in our quarterly journal
- Participate in regular and varied networking opportunities with industry-wide professionals.

> A stand out event for public service risk. Every year, the ALARM National Conference brings together the very best in public service risk management. We're here because the conversations matter. management.
> They are honest, practical, and focused on the real challenges our public service partners and customers face daily.
>
> Zurich Municipal
> Platinum Partner

> We're delighted to have joined ALARM as a Silver Corporate and Conference Partner and to be part of such a well-respected community of public service risk professionals.
>
> Swiss-Re
> Silver Partner



CORPORATE PARTNERSHIP

PLATINUM CORPORATE £23,500 +VAT

Membership

- 12 associate memberships plus one website login for marketing contact
- Option to purchase additional associate memberships.

Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- First choice speaker invitations for ALARM events
- Option to co-host events with ALARM
- Opportunity for virtual lunchtime sessions
- Exhibition stand at ALARM Scotland Conference
- Exhibition stand at ALARM South Conference.

Marketing

- Logo displayed on partner page on all event slides
- Logo displayed in *stronger together* masthead
- Logo and link displayed on partner page on website
- Logo and link displayed in website footer
- Logo displayed in email footer of ALARM Office and Board
- Supplier directory listing on website
- Partner listing in app
- Featured partner in app
- Ten job adverts on website, social media and in e-news
- 12 event listings on website and in e-news
- Four targeted mailouts
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Platinum partner logo.

Content

- Resources shared with members on website and in e-news
- Three LinkedIn posts
- Four web articles
- Article in each edition of *stronger together*
- Full page advert in each edition of *stronger together*
- First choice invitation to participate in one publication
- Option to co-host a themed campaign
- Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns.

Networking & development

- Monthly virtual meeting with ALARM
- Two tickets to partner networking events
- Access to discussion forums
- Access to ALARM member app
- First choice invitation to participate in roundtables and subsequent outputs.

GOLD CORPORATE

£15,000 +VAT

Membership

- Six associate memberships plus one website login for marketing contact
- Option to purchase five additional associate memberships.

Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Second choice speaker invitations for ALARM events
- Opportunity for virtual lunchtime session
- Exhibition stand at ALARM Scotland Conference
- Exhibition stand at ALARM South Conference.

Marketing

- Logo displayed on partner page on all event slides
- Logo and link displayed on partner page on website
- Supplier directory listing on website
- Partner listing in app
- Six job adverts on website, social media and in e-news
- Ten event listing on website and in e-news
- One targeted mailout
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Gold partner logo.

Content

- Resources shared with members on website and in e-news
- One LinkedIn post
- Three web articles
- Article in two editions of *stronger together*
- Half page advert in each edition of *stronger together*
- Second choice invitation to participate in one publication
- Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns.

Networking & development

- Bi-monthly virtual meetings with ALARM
- Two tickets to partner networking events
- Access to discussion forums
- Access to ALARM member app
- Second choice invitation to participate in roundtables and subsequent outputs.

SILVER CORPORATE

£9,500 +VAT

Membership

- Three associate memberships
- Option to purchase two additional associate memberships.

Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Opportunity to present sessions at ALARM events
- Opportunity for virtual lunchtime session
- Discounted rate for exhibition stand at ALARM Scotland Conference*
- Discounted rate for exhibition stand at ALARM South Conference.*

Marketing

- Logo displayed on partner page on all event slides
- Logo and link displayed on partner page on website
- Supplier directory listing on website
- Partner listing in app
- Two job adverts, social media and in e-news
- Six event listings on website and e-news
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Silver partner logo.

Content

- Resources shared with members on website and in e-news
- Two web articles
- Article in one edition of *stronger together*
- Discounted rate for *stronger together* adverts
- Opportunity to participate in publications.

Networking & development

- Quarterly virtual meetings with ALARM
- One ticket to partner networking events
- Access to discussion forums
- Access to ALARM member app
- Opportunity to participate in roundtables and subsequent outputs.

**Subject to availability.*



BRONZE CORPORATE

£3,500 +VAT

Membership

- One associate membership
- Option to purchase one additional associate membership.

Events

- Delegate places for all ALARM events (excluding National Conference) as per number of memberships
- Opportunity to present sessions at ALARM events*
- Opportunity to present virtual lunchtime session*.

Marketing

- Logo displayed on partner page on event slides at partnered regional events
- Logo and link displayed on partner page on website
- Supplier directory listing on website
- Sponsor listing in app
- One job advert on website, social media and in e-news
- Two event listings on website and e-news
- Use of ALARM Bronze partner logo.

Content

- Resources shared with members on website and in e-news
- Discounted rate for *stronger together* adverts.

Networking & development

- Option to have virtual meetings with ALARM
- One ticket to partner networking events
- Access to discussion forums
- Access to ALARM member app.

**Subject to availability.*



CORPORATE PARTNERSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER	BRONZE
Associate memberships	12 + 1 marketing contact	6 + 1 marketing contact	3	1
Option to purchase additional associate memberships	Unlimited	5	2	1
Delegate places for all ALARM events (excluding National Conference)	✓	✓	✓	✓
Speaker invitations for ALARM events	1st	2nd	3rd	4th
Option to co-host events with ALARM	✓	X	X	X
Opportunity to present virtual lunchtime sessions	✓	✓	X	X
Exhibition stand at ALARM Scotland Conference	✓	✓	Discounted Rate	Discounted Rate
Exhibition stand at ALARM South Conference	✓	✓	Discounted Rate	Discounted Rate
Logo displayed on partner page on all event slides	✓	✓	✓	X
Logo displayed in *stronger together* masthead	✓	X	X	X
Logo and link displayed on partner page on website	✓	✓	✓	✓
Logo and link displayed in website footer	✓	X	X	X
Logo displayed in email footer of ALARM Office and Board	✓	X	X	X
Supplier directory listing on website	✓	✓	✓	✓
Partner listing in app	✓	✓	✓	✓
Featured partner in app	✓	X	X	X
Job adverts on website, social media and e-news	10	6	2	1
Event listings on website and e-news	12	10	6	2
Targeted mailouts	4	1	X	X
Website advertising opportunities	✓	✓	✓	✓
Metrics from adverts and content	✓	✓	✓	✓
Use of ALARM partner logo	✓	✓	✓	✓
Resources shared with members on website and e-news	✓	✓	✓	✓
LinkedIn posts	3	1	X	X
Web articles	4	3	2	*
Stronger together articles	4	2	1	*
Adverts in *stronger together*	4 full page	4 half page	Discounted Rate	Discounted Rate
Invitation to participate in publications	1st	2nd	3rd	*
Option to co-host a themed campaign	✓	X	X	X

	PLATINUM	GOLD	SILVER	BRONZE
Opportunity to engage and bring awareness to strategic national and sector issues through sponsored campaigns	1st	2nd	X	X
Virtual meetings with ALARM	MONTHLY	BI-MONTHLY	QUARTERLY	*
Tickets to partner networking events	2	2	1	1
Representative invited to ALARM business planning day	✓	X	X	X
Access to discussion forums	✓	✓	✓	✓
Access to ALARM app	✓	✓	✓	✓
Invitation to participate in roundtables and subsequent outputs	1st	2nd	3rd	*

** Some benefits may be available at the discretion of ALARM but are not guaranteed as part of the partnership package.*



CONFERENCE PARTNERSHIP

The ALARM National Conference is a popular industry event. Conference partnership is a unique opportunity to network with your customers and potential customers and enhance your company's reach and reputation.

With around 500 practitioners and influencers attending every year, our National Conference offers substantial learning and networking opportunities for all, including workshops and exhibition space. Delegates attend from across the UK, and we also welcome international delegates.

We'd be delighted to discuss how we can work with you to help maximise your Conference exposure.





> The ALARM Conference is a huge success, bringing together many public service organisations with potential suppliers in an environment where sharing knowledge is considered positively. Regionally, nationally and within niche groups ALARM drives innovation, skills improvement and networking to a very high level.
>
> Gallagher
> Gold Partner

CONFERENCE PARTNERSHIP

PLATINUM CONFERENCE

£20,500 +VAT

Exhibition

- Premium double exhibition space*
- First choice of exhibition stand position*
- Ten exhibitor places including lunch and refreshments
- Professional photography of stand.

Networking

- Option to host Sunday evening networking event after welcome drinks, advertised as part of Conference agenda
- Eight welcome drinks tickets
- Access to event app
- Three branded Risk Awards dinner tables (ten seats per table)
- Four VIP Risk Awards dinner tickets seated with the Board.

Delegates & sessions

- Keynote session
- Two premier workshop sessions
- First choice invitation to join sponsor panel session
- Five full delegate places
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

Marketing

- Sponsor of delegate breakfast on Tuesday morning
- Logo displayed on delegate badges
- Logo and link displayed on Conference sponsor page on website
- Logo displayed on all Conference mailouts
- Partner listing in event app
- Featured partner in event app
- Two event app push notifications
- Digital rolling advert at Conference
- Website advertising opportunities
- Metrics from adverts and content
- Use of Platinum Conference partner logo.

**Subject to availability.*



GOLD CONFERENCE

£11,500 +VAT

Exhibition

- Standard double exhibition space*
- Option to upgrade to premium exhibition space*
- Second choice of exhibition stand position
- Six exhibitor places including lunch and refreshments
- Professional photography of exhibition stand.

Networking

- Four welcome drinks tickets
- Access to event app
- Two branded Risk Awards dinner tables (ten seats per table)
- Two VIP Risk Awards dinner tickets, seated with the Board.

Delegates & sessions

- Two workshop sessions
- Second choice invitation to join partner panel session
- Three full delegate places
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

Marketing

- Logo displayed on partner page on all event slides
- Logo and link displayed on Conference partner page on website
- Logo displayed on all Conference mailouts
- Partner listing in event app
- Featured sponsor in app
- One event app push notification
- Digital rolling advert at Conference
- Website advertising opportunities
- Metrics from adverts and content
- Use of ALARM Gold Conference partner logo.

**Subject to availability.*



SILVER CONFERENCE

£7,500 +VAT

Exhibition

- Standard single exhibition space*
- Option to upgrade to premium exhibition space*
- Third choice of exhibition stand position
- Four exhibitor places including lunch and refreshments
- Professional photography of exhibition stand.

Networking

- Two welcome drinks reception tickets
- Access to event app
- One branded Risk Awards dinner table (ten seats per table)
- One VIP Risk Awards dinner ticket, seated with the Board.

Delegates & sessions

- One workshop session
- One full delegate place
- Option to purchase further delegate places at discounted rate
- Weekly delegate lists.

Marketing

- Logo displayed on partner page on all event slides
- Logo and link displayed on Conference partner page on website
- Partner listing in event app
- Digital rolling advert at Conference
- Use of ALARM Silver Conference partner logo.

**Subject to availability.*







CONFERENCE PARTNERSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER
Exhibition space	Premium double	Standard double	Standard single
Choice of exhibition stand position	1st	2nd	3rd
Exhibitor places including lunch and refreshments	10	6	4
Professional photography of exhibition stand	✓	✓	✓
Option to host Sunday networking event after welcome drinks, advertised as part of Conference agenda	✓	X	X
Welcome drinks tickets	8	4	2
Access to event app	✓	✓	✓
Branded Risk Awards dinner table (ten seats per table)	3	2	1
VIP Risk Awards dinner tickets	4	2	1
Keynote session	✓	X	X
Workshop sessions	2 Premium	2	1
Invitation to join partner panel session	1st	2nd	3rd
Full delegate places	5	3	1
Option to purchase further delegate places at discounted rate	✓	✓	✓
Weekly delegate lists	✓	✓	✓
Option for branding to be included on Conference delegate gift	✓	X	X
Sponsor of delegate breakfast on Tuesday morning	✓	X	X
Logo displayed on delegate badges	✓	X	X
Logo displayed on partner page of all event slides	✓	✓	✓
Logo and link displayed on Conference partner page on website	✓	✓	✓
Logo displayed on all Conference mailouts	✓	X	X
Partner listing in app	✓	✓	✓
Featured partner in app	✓	✓	X
App push notifications	2	1	X
Digital rolling advert at Conference	✓	✓	✓
Website advertising opportunities	✓	✓	✓
Metrics from adverts and content	✓	✓	✓
Use of ALARM partner logo	✓	✓	✓

AWARDS SPONSORSHIP

From £5,000 +VAT



Networking

- Option to select one of the nine categories to sponsor
- Company representative invited to participate in judging of entries
- Award presented by company representative
- One branded Risk Awards dinner table (ten seats per table)
- One VIP Risk Awards dinner ticket, on the ALARM top tables with the Board.



Marketing

- Logo and link displayed on Awards page on website
- Logo and link displayed in all category mailouts
- Logo displayed on AV screens at Risk Awards dinner
- Award announced in association with your company
- Full page advert in Risk Awards table brochure
- Featured in all post-event press releases
- Photos of Awards presenter and winners
- Use of ALARM Risk Awards Sponsor logo.



EXHIBITION OPPORTUNITIES

Showcase your company and what it has to offer this specialist market. Greet your customers in a relaxed and professional setting and meet potential customers across various sectors delivering public services. Choose your exposure according to budget and relevance with our flexible exhibitor offering, or upgrade to Conference partnership increase opportunities to raise your profile.

EXHIBITION SPACE

£5,000 +VAT*

3m x 2m stand
shell scheme* to include:

- Double electric socket
- Two spotlights
- Carpet
- Velcro compatible wall panels
- Fascia board with name and stand number
- Four exhibitor places, including lunch and refreshments
- Exhibitor listing in app
- Access to plenary sessions.

Contact julie.gray@alarmrisk.com for the exhibition floor plan and details of available stand space.

** There is no deduction in fees for space only.*



ALARM

Contact us for more
information about ALARM
and membership
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alarmrisk.com

