building your brand profile

with sponsorship opportunities from CIPFA
CIPFA, the Chartered Institute of Public Finance and Accountancy, is the professional body for people in public finance. Our 14,000 members work throughout the public services, in national audit agencies, in major accountancy firms, and in other bodies where public money needs to be effectively and efficiently managed.

As the world’s only professional accountancy body to specialise in public services, CIPFA’s qualifications are the foundation for a career in public finance. They include the benchmark professional qualification for public sector accountants as well as a postgraduate diploma for people already working in leadership positions. They are taught by our in-house CIPFA Education and Training Centre as well as other places of learning around the world.

We also champion high performance in public services, translating our experience and insight into clear advice and practical services. They include information and guidance, courses and conferences, property and asset management solutions, consultancy and interim people for a range of public sector clients.

Globally, CIPFA shows the way in public finance by standing up for sound public financial management and good governance. We work with donors, partner governments, accountancy bodies and the public sector around the world to advance public finance and support better public services.

CIPFA has a long tradition of providing training, support and commentary on the issues facing public bodies, based on our experience of over 130 years of public service. We have an expertise and understanding of public finance, accountability and governance that is second to none.

While we stand outside party politics, we remain the voice of the finance professional in the public sector and as such it is part of our role to represent the views and experiences of our members and to provide leadership in our sector.

We offer a range of options for you to place your brand and messaging in front of an audience responsible for the delivery of UK public services.

From simple awareness raising of your brand through to opportunities to interact face to face at our annual conference, we have a range of options to provide you with unique access to contacts that manage the resources supporting the lives and welfare of millions of UK citizens.

The team and I at CIPFA welcome the opportunity to collaborate with you in the near future on issues that face the public sector.

With best wishes,

Rob Whiteman
Chief Executive
CIPFA
The CIPFA Thinks page receives 3,000 page views per month.

CIPFA webinars receive 6,000 page views each year.

Each year we hold over 500 conferences and workshops.

Our Annual Conference attracts 700+ delegates each year.

14,000 members

Global NGOs

Leisure

Education

Public Audit Agencies

Healthcare

Environment

Defence

Local Government

Major Accountancy Firms

Transport

12,000+ public sector delegates attend our events each year.
why partner with the CIPFA brand?

CIPFA members stand out as the experts in public financial management – no other body has our reach – we are unique. People want to hear our opinions and we speak up when it matters.

CIPFA knows what is happening in public finance and understands the space where finance meshes with management and strategy to deliver value in public services.

The CIPFA brand has a high degree of credibility with senior finance staff in the public sector and as financial management in public service continues to be under scrutiny, CIPFA is more and more seen as a trusted partner.

The CIPFA brand is synonymous with good governance and financial management best practice and for many finance professionals across public services and at all levels – we are the organisation that they turn to for advice and support.

Public finance is the most challenging, stimulating and rewarding environment that you could ever find yourself working in. CIPFA is invaluable to me and delivers a wealth of skills, knowledge and resources.

Tom Taylor, Director, Corporate Operations and Organisational Development, Office of Rail and Road

Flexible options for partnership with CIPFA

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meet public sector professionals

CIPFA holds over 500 conferences and workshops nationally and regionally every year including our industry renowned and highly respected Annual Conference, which regularly attracts in excess of 700 delegates.

Each year over 12,000 delegates from across the public sector attend our events including the most senior decision makers in health, local government and central government.

Options for engagement include taking a stand at one of our events, such as the CIPFA Annual Conference, Central Government Conference or our National Audit Conference – to name a few. All of our corporate events will enable you to promote your brand and your work, as well as meet, network and engage with key decision makers in the arena of public finance.

Collaborate with us

Present thought leadership, offer insight and join the debate by running a workshop or taking a speaking slot. If you are looking for a more relaxed environment in which to present your organisation and your brand, why not host a drinks event or sponsor a table at our evening and dinner receptions.
roundtable events

As well as pre-arranged Roundtables, which can be sponsored, we can also utilise our broad public sector membership to arrange bespoke Roundtables on key topics.

This is a unique opportunity to find out first-hand how the leading voices in the sector are coping with the latest challenges being faced in their organisations, and to present your organisation as thought leaders, committed to assisting with these challenges.

Roundtable events will be followed by a written Thought Leadership piece on the key outcomes of the discussion, providing guidance for other public sector bodies facing similar challenges, and raising the profile of your organisation in the process.

CIPFA awards dinners

The Public Finance Innovation Awards reward achievements within the Public Finance and Governance sector. The Awards recognise the people, products and services that demonstrate excellence and originality within public finance.

Public Finance Innovation Awards sponsorship provides the unmissable opportunity to create exposure for your brand, as well as the opportunity to advertise your products and services to 14,000 CIPFA members and the wider public finance community.

This opportunity provides the perfect platform to boost your brand profile, as well as associate your organisation with best practice in the sector.

Public services fraud in the UK costs the taxpayer an estimated £21 billion every year. With fraudsters becoming more sophisticated in their approach, counter fraud professionals have an opportunity to make a profound difference in shaping the future of fraud.

In order to stay ahead of emerging risks, we identify categories which recognise and celebrate professionalism, innovation, collaboration, and technical excellence within the field.

The Awards recognise the efforts of those individuals and bodies within the public sector who have done the most to combat and prevent fraud.
reaching public finance leaders

Increasingly we are seeing our CIPFA membership and influence grow across the world. Talk to us about how you can reach CIPFA members and senior public finance decision makers that are outside the UK through sponsorship and engagement.

Regional membership

CIPFA members hold some of the most senior posts within the public sector and are respected for their leadership and technical skills. Your organisation can access our 14,000 members through their membership conferences and events which are held regionally.

Each year sees over 80 events being held throughout our regions both here in the UK and within Europe. Sponsoring or collaborating on a regional programme gives you access to a smaller targeted group of CIPFA members and is a great opportunity to start a dialogue and build relationships. For example:

- Regional annual conferences attracting in excess of 100 delegates
- Smaller events like technical updates which keep members informed about changes in the public sector landscape
- Regional award ceremonies and various membership networking events.

CIPFA also holds events and conferences in Scotland, Northern Ireland and Wales – these offer your organisation the opportunity to engage through exhibition stands, speaker slots or workshop sponsorship. You can continue your conversation informally post conference by hosting a drinks reception or taking a dinner table.

Our members welcome the opportunity to speak and network with key organisations within the world of public finance. This is your opportunity to bring a new perspective to the debate taking place within public finance today – both in the devolved regions, across the UK and globally.

Our members are always willing to listen and engage so you can build a brand relationship with CIPFA members based on dialogue and collaboration.

Student membership

CIPFA students are the potential future finance leaders and CIPFA can offer your organisation a great opportunity to engage with this audience – we can help your organisation reach them through their branches across the globe.

We currently have over 2,800 students studying globally, working in key public and private sector organisations, and leading the way in financial management in public service.
raising your profile with CIPFA online

CIPFA Thinks
This is our collection of opinion pieces which range from articles and reports to videos which cover all aspects of public sector finance.

This section of our website receives on average 4,000 views per month from an audience of public sector professionals.

You can work with CIPFA to create a piece of branded content on key topics in the sector, which will be positioned in CIPFA Thinks. Our recent work has covered topics such as Devolution, Integration, Financial Resilience and Commercialisation.

Your organisation’s logo will be presented alongside the content and we can link back to your website to drive traffic there.

The CIPFA Thinks page receives
4,000 Page views per month

Topics include:
Financial Resilience
Devolution
Commercialisation
Integration

Sector / Topic Newsletters
We distribute our CIPFA Thinks content to a subscriber base of 60,000 people in a number of sector / topic based newsletters:
- Local Government
- Central Government
- Health and Transformation
- Research and Analytics
- Counter Fraud
- Transformation

By collaborating with CIPFA via CIPFA Thinks, you have the opportunity to communicate your message to these audiences, and demonstrate your expertise.

Webinars
Webinars are a great way to provide information, hints, tips and knowledge to an audience that wants to find out more about a particular subject.

Your organisation can work with CIPFA to co-host a webinar on a topic which is relevant to your organisation and speak to an audience of public sector finance professionals. Our webinars are interactive and give you the opportunity to live poll and ask participants questions.

CIPFA webinars receive
6,000 Views across all subjects
partnering with CIPFA publications

We can offer your organisation the opportunity to strategically place inserts in over 22 key publications which provide technical guidance. Co-branding opportunities in our range of publications are also available.

Work in partnership with us on thought leadership and get involved in the debate taking place today. CIPFA Publications can offer your organisation the opportunity of engagement with CIPFA and subscriber base of over 200 public sector organisations. Together we can inform.

engaging with CIPFA networks

CIPFA Networks are a vital tool for public sector organisations to stay up-to-date with the latest legislative developments and technical issues – to help them make evidence-based decisions and support efficiency.

If you are looking to connect with a specialist target audience of practitioners and decision makers and increase awareness of your brand in a specific area of public finance, our Network events run across the country throughout the year in 260 sessions and 6000 contact points.

CIPFA offers the opportunity to engage with our Network members through sponsorship of our Network web pages, face-to-face branding opportunities at events and speaker slots at national and regional conferences.

Demonstrate the expertise of your brand by partnering with CIPFA. Networks cover key areas such as Better Governance, Insurance, Treasury Management, Finance, Property Advisory, Police, Health and Social Care, Pensions and Children’s Services.

This is just a small selection of the wide range of Networks and topics that CIPFA operates for both members and non-members. Talk to us about developing an integrated cost effective sponsorship campaign which helps you reach your specialist audience.

Each year we have over 22+ titles released

With a subscriber base of over 200+ public sector organisations

Network events run in 260+ Sessions each year

With 6,000 Contact points
brand building with PF magazine

Public Finance magazine is the ‘business monthly of the public sector’ and is the official magazine for CIPFA. The magazine is the voice of 14,000 members, including 2,800 students and represents the most senior finance managers including Chief Executive Officers across the spectrum of public services.

With 72% of CIPFA members working at management level and 62% reading no other public sector magazine, including Public Finance magazine in a sponsorship or awareness building campaign ensures you reach senior decision makers.

As well as branding in the magazine and on the public finance website, the magazine holds ‘round table debates’, offers sponsored columns and runs webinars that will give your brand a strong platform for thought leadership.

Public Finance also send out a daily e-newsletter which delivers the latest public sector news to over 24,000 public sector staff. The newsletter includes the day’s top stories, along with informed opinion and analysis. Sponsorship opportunities mean your brand is guaranteed to be delivered daily directly into the in-boxes of senior public finance people.

brand building with PF international

Public Finance International (PFI) provides up-to-date news, features and comment on global public financial management and accounting issues to all those involved in public sector accountancy at local, national and international levels.

The site’s ever-growing team of bloggers provide expert insight and analysis on the burning public finance and policy issues of the day. Public Finance International offers a unique in-depth take on some of the key developments shaping the world we live in, serving as an invaluable tool for public sector accountancy professionals, accountancy organisations, governmental bodies and accountancy firms.
connecting with CIPFA research

The CIPFA Research team conduct a wide variety of surveys across public sector organisations as well as surveys of CIPFA members and students.

We reach organisations that span the entire public sector including not-for profit or third sector organisations across England, Scotland, Wales and Northern Ireland. The individuals we hold these conversations with include Chief Executives, Chief Financial Officers as well as those at the front-line delivering services.

We offer a variety of ways to access respondents depending on the needs of your organisation. CIPFA Research offers you the opportunity to add key questions to existing surveys or customise a survey targeting the relevant people to meet your business objectives.

CIPFA Research has worked with many high profile companies in conducting research into the public sector to better enable progression into this market. We can also open a path for you.

case study: Civica

In May 2016, our Research team was commissioned to carry out a survey on Commercialisation in Local Authorities by Civica. We conducted quantitative and qualitative research amongst CFO’s and CEO’s across local authorities.

This culminated in a report entitled ‘The Commercial Imperative’, which was co-published by both organisations, and which provides useful insight on the commercialisation agenda across local government, as well as raising Civica’s profile in the sector.

The findings were used to develop a genuinely evidence-based piece of thought leadership which was distributed through CIPFA’s own communication channels. At CIPFA’s Annual Conference, a bespoke roundtable discussion took place, based on the Thought Leadership piece, thus enabling Civica to hear the opinion of senior finance leaders first hand, and helping them to build new relationships and deepen existing ones with their target audience.
To discuss how working with CIPFA can benefit your organisation, please contact:

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