



INTERNATIONAL CORPORATE EVENTS NETWORK PARTNERSHIP PROSPECTUS 2026

A CORPORATE-LED NETWORK FOR
STRATEGIC CONNECTION, KNOWLEDGE
EXCHANGE, AND LONG-TERM PARTNERSHIP
IN THE GLOBAL CORPORATE EVENTS SECTOR.

**CONFIDENTIAL
COMMERCIAL
OVERVIEW FOR
PROSPECTIVE
PARTNERS**

01

Conference & Awards,
London

02

Conference & Awards,
Munich

03

Conference & Awards,
New York

04

Global Heads
CONNECT

05

XTRA - Mini Local
Conference

06

Leadership Supper -
London, Munich,
New York & Singapore

07

Corporate Event News
ONLINE

08

Podcast & Webinars

09

Benchmarking
Research Report

WHAT WE DO TO BUILD YOUR ENGAGEMENT

WE OFFER MULTIPLE YEAR-ROUND TOUCHPOINTS TO KEEP YOUR BRAND FRONT OF MIND WITH CORPORATE EVENT LEADERS GLOBALLY. THROUGH OUR FLAGSHIP CONFERENCES & AWARDS IN LONDON, MUNICH AND NEW YORK, GLOBAL HEADS CONNECT, XTRA LOCAL EVENTS, LEADERSHIP SUPPERS, ONLINE NEWS, BENCHMARKING RESEARCH AND OUR NEW INITIATIVE **GRAPEVINE**... GAIN INTELLIGENCE. STAY VISIBLE, RELEVANT, AND TRUSTED.

new!

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GRAPEVINE- Hot List of
Annual Conferences

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THE INTERNATIONAL CORPORATE EVENTS NETWORK (FORMERLY ICE) IS A MULTI-LAYERED PROFESSIONAL COMMUNITY BUILT FOR IN-HOUSE CORPORATE EVENT, COMMUNICATION, AND EXPERIENCE TEAMS. IT EXISTS TO CONNECT DECISION-MAKERS, STRENGTHEN PRACTICE, AND CREATE A TRUSTED SPACE WHERE CORPORATE PROFESSIONALS CAN LEARN FROM EACH OTHER, SHARE STRATEGIC CHALLENGES, AND SHAPE THE FUTURE OF CORPORATE EVENTS.

01

EXECUTIVE SUMMARY

ICENETWORK IS CORPORATE-LED BY DESIGN. CORPORATE MEMBERS ARE THE ANCHOR OF THE NETWORK. THEY DEFINE THE TONE, THE PRIORITIES, AND THE VALUE OF THE CONVERSATIONS. COMMERCIAL ORGANISATIONS ARE INVITED TO PARTICIPATE AS PARTNERS, BUT ALWAYS IN SUPPORT OF THE CORPORATE COMMUNITY RATHER THAN AT THE CENTRE OF IT.

SUMMARY

This prospectus sets out a new partnership model for ICENetwork. It moves away from a transactional sponsorship approach and towards a relationship-based framework that reflects how trust is built in this sector. The emphasis is on contribution, quality of engagement, relevance of expertise, and long-term alignment with the community.

Partnership within ICENetwork is therefore not about overt selling. It is about showing up in the right way, sharing insight generously, supporting the ecosystem professionally, and building credibility over time. The organisations that do this well gain something far more valuable than short-term exposure: they become part of the trusted fabric of the network.

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WHY THIS NETWORK MATTERS

THE CORPORATE EVENTS MARKET IS INCREASINGLY STRATEGIC. IN-HOUSE TEAMS ARE BEING ASKED TO DELIVER MORE THAN LOGISTICS. THEY ARE EXPECTED TO INFLUENCE STAKEHOLDER BEHAVIOUR, ALIGN INTERNAL CULTURE, SUPPORT COMMERCIAL GOALS, MANAGE RISK, DEMONSTRATE RETURN ON INVESTMENT, AND CREATE EXPERIENCES THAT REFLECT BRAND AND BUSINESS PRIORITIES.



At the same time, these professionals often work in lean teams under intense delivery pressure. They value spaces where they can speak openly with peers, compare approaches, challenge assumptions, and learn from those facing similar realities. They do not need another sales environment. They need a professional network that respects their context and adds genuine value.

ICENetwork has been built for exactly that purpose. It brings together a cross-section of senior leaders, heads of events, communication specialists,

event managers, and rising talent from global corporations. Through conferences, campfires, leadership suppers, content, research, and curated peer exchange, the network provides a year-round platform for connection and professional development.

For commercial organisations, this creates a distinctive opportunity. The route into meaningful relationships with corporates is not through hard selling. It is through relevance, consistency, and contribution inside a trusted environment.

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PARTNERSHIP PRINCIPLES

EVERY ICENETWORK PARTNERSHIP IS GROUNDED IN FIVE PRINCIPLES. THESE PRINCIPLES PROTECT THE INTEGRITY OF THE NETWORK AND SET CLEAR EXPECTATIONS FOR HOW COMMERCIAL PARTNERS ENGAGE.

- Corporate-first: the network exists primarily to serve corporate members and maintain a high-trust, peer-led environment.
- Contribution over promotion: partners are expected to bring insight, perspective, and constructive participation rather than overt sales messaging.
- Decision-maker engagement: ICENetwork works best when partner organisations involve senior people who can contribute strategically and build meaningful relationships.
- Long-term value: the strongest partnerships are developed over time through consistency, credibility, and shared commitment to the sector.
- Professional discretion: conversations within the network should be handled with maturity, sensitivity, and respect for the corporate context.





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WHO PARTNERSHIP IS FOR



ICENetwork partnerships are suitable for organisations that want to be known, trusted, and respected by corporate event professionals over the long term. This includes destinations, venues, hotel groups, agencies, technology providers, production partners, research specialists, and other organisations whose expertise can strengthen the work of in-house corporate event teams.

The most successful partners typically share three characteristics. First, they understand that trust precedes transaction. Second, they are willing to invest in relationship-building rather than one-off visibility. Third, they can contribute ideas, experience, and practical value to the corporate community.

This model is not designed for organisations seeking fast lead capture or overt product pitching. It is designed for organisations that want to build senior-level relevance in a discerning professional market.

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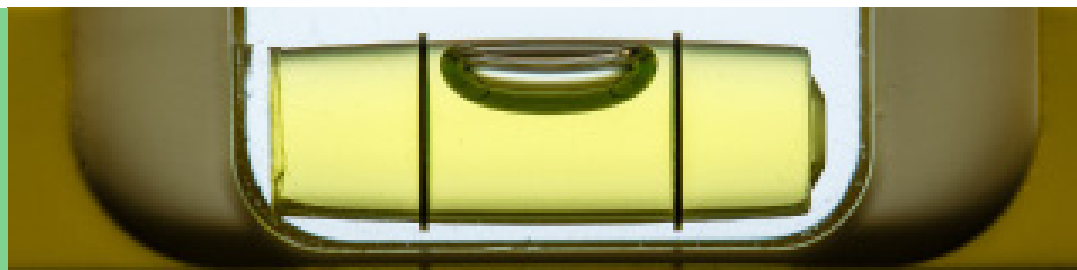
PARTNERSHIP LEVELS

PARTNERS ARE INVITED TO ENGAGE AT ONE OF THREE LEVELS. EACH LEVEL REFLECTS A DIFFERENT DEGREE OF VISIBILITY, CONTRIBUTION, AND STRATEGIC INVOLVEMENT ACROSS THE NETWORK. FINAL PACKAGES ARE SHAPED COLLABORATIVELY TO ENSURE RELEVANCE FOR BOTH THE PARTNER AND THE COMMUNITY.



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PARTNERSHIP LEVELS



SIGNATURE PARTNER

Signature Partners are the highest-level commercial supporters of the network. They help shape flagship experiences, contribute to major programmes, and are positioned as long-term strategic enablers of the ICENetwork community. This level suits organisations that want broad visibility, deeper integration, and a recognised leadership role within the network.

- Senior-level representation within the network
- Priority positioning across flagship activities
- Broader opportunity to support thought leadership and curated engagement
- Greater visibility through annual planning and tailored collaboration

LEADING PARTNER

Leading Partners are major contributors to network activity. They support key programmes, participate in meaningful community touchpoints, and build visibility through relevant engagement rather than scale alone. This level suits organisations that want a substantial presence and consistent relationship-building opportunities across the year.

- Participation across selected high-value touchpoints
- Strong brand association with relevant programmes and audiences
- Opportunity to contribute content, insight, and practical perspective
- A credible route to building trust with corporate members over time

SUPPORTING PARTNER

Supporting Partners enable targeted areas of the network through focused participation. This level suits organisations that want to align with the ICENetwork ethos, support the community in a defined way, and begin or deepen relationships in a measured, credible format.

- Focused participation around selected activities
- Brand presence in appropriate contexts
- Access to curated opportunities that fit a specific objective or geography
- A clear entry point into the ICENetwork ecosystem members over time

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INDICATIVE BENEFITS FRAMEWORK

THE EXACT BENEFITS AVAILABLE AT EACH LEVEL ARE TAILORED BY AGREEMENT, BUT THE FRAMEWORK BELOW ILLUSTRATES HOW VISIBILITY, CONTRIBUTION, AND ACCESS TYPICALLY SCALE ACROSS THE THREE PARTNERSHIP TIERS.

AREA	SUPPORTING PARTNER	LEADING PARTNER	SIGNATURE PARTNER
Network visibility	Included in selected partner materials and relevant channels	Stronger visibility across agreed programmes and communications	Priority annual visibility across flagship network activity
Event participation	Access to defined partner opportunities	Wider participation across key events and community moments	Priority inclusion across major experiences and curated formats
Thought leadership	Opportunity to support selected content contributions	Involvement in relevant content and insight initiatives	Strategic role in shaping higher-profile thought leadership opportunities
Relationship building	Targeted introductions in appropriate contexts	Greater consistency of engagement with corporate members	Deeper, year-round relationship-building through tailored collaboration
Strategic involvement	Limited	Moderate	High

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WHAT PARTNERSHIP CAN INCLUDE

DEPENDING ON LEVEL, GEOGRAPHY, AND STRATEGIC FIT, AN ICENETWORK PARTNERSHIP MAY INCLUDE A COMBINATION OF THE FOLLOWING:

- Association with flagship conferences and awards
- Participation in ICENetwork XTRA regional events
- Involvement in leadership suppers and curated peer gatherings
- Support for community development initiatives such as Trailblazers
- Brand presence in selected network communications
- Thought leadership opportunities aligned to the needs of the community
- Participation in research, insight, or white-paper activity where appropriate
- Curated relationship-building opportunities with relevant corporate members
- Access to selected community content and market insight outputs

THESE COMPONENTS SHOULD NOT BE SEEN AS STAND-ALONE SPONSORSHIP ASSETS. THEY ARE MOST EFFECTIVE WHEN USED AS PART OF A COHERENT ANNUAL PARTNERSHIP STORY, DESIGNED AROUND RELEVANCE AND CONTRIBUTION RATHER THAN SIMPLE LOGO PLACEMENT.



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CONDUCT AND COMMUNITY GUARDRAILS

TO PROTECT THE TRUST OF THE NETWORK, ALL PARTNERS ARE EXPECTED TO ENGAGE IN WAYS THAT REINFORCE THE CORPORATE-LED NATURE OF ICENETWORK.



- Overt sales activity is not permitted within the network environment.
- Partner participation should be additive, informed, and relevant to the discussion at hand.
- Content contributions should focus on insight, practice, and shared learning rather than product promotion.
- Relationship-building must be respectful, proportionate, and aligned with the tone of the community.
- ICENetwork reserves the right to curate participation in order to maintain balance, quality, and corporate trust.

These guardrails are not limitations. They are part of the value proposition. They create the conditions in which corporate members feel safe to participate honestly, and they ensure that partner organisations can build credibility in an environment defined by professionalism rather than noise.



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THE VALUE FOR PARTNERS

FOR THE RIGHT ORGANISATION, THE VALUE OF ICENETWORK PARTNERSHIP IS SUBSTANTIAL.

- You gain proximity to a highly relevant professional community rather than broad but low-quality exposure.
- You build familiarity and trust through repeated, meaningful touchpoints over the year.
- You demonstrate expertise in a way that respects the intelligence and context of corporate buyers.
- You align your brand with a network built on professionalism, credibility, and strategic dialogue.
- You create stronger foundations for future commercial relationships by first earning relevance.

IN PRACTICAL TERMS, THIS MEANS ICENETWORK CAN HELP PARTNERS BECOME BETTER KNOWN BY THE RIGHT PEOPLE, IN THE RIGHT CONTEXT, FOR THE RIGHT REASONS.



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THE VALUE FOR CORPORATE MEMBERS



THE PARTNERSHIP MODEL IS ONLY SUSTAINABLE IF IT PROTECTS AND ENHANCES THE EXPERIENCE OF CORPORATE MEMBERS. THAT IS WHY EVERY COMMERCIAL PACKAGE MUST WORK IN SERVICE OF THE CORPORATE COMMUNITY.

WHEN THIS IS DONE WELL, CORPORATE MEMBERS BENEFIT FROM RICHER DISCUSSION, STRONGER ACCESS TO MARKET EXPERTISE, AND A MORE DYNAMIC PROFESSIONAL ECOSYSTEM. THEY HEAR PRACTICAL PERSPECTIVES FROM ORGANISATIONS THAT UNDERSTAND THE SECTOR, WHILE STILL RETAINING A PEER-LED ENVIRONMENT WHERE LEARNING COMES FIRST.

THIS BALANCE IS CENTRAL TO THE ICENETWORK MODEL. IT ENSURES THAT THE NETWORK REMAINS RELEVANT, FUTURE-FOCUSED, AND ROOTED IN THE NEEDS OF ITS CORPORATE MEMBERS.



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HOW PARTNERS ARE SELECTED

ICENETWORK DOES NOT SEEK UNLIMITED COMMERCIAL PARTICIPATION. PARTNERSHIP IS CURATED.

SELECTION TYPICALLY TAKES INTO ACCOUNT:

- Strategic fit with the community
- Relevance of the organisation's expertise to corporate event professionals
- Willingness to engage in line with ICENetwork values and guardrails
- Quality and seniority of the people who will represent the partner
- Potential to contribute positively to the network over time

THIS CURATED APPROACH HELPS PRESERVE QUALITY AND ENSURES THAT THE PARTNER MIX STRENGTHENS, RATHER THAN DILUTES, THE EXPERIENCE OF THE COMMUNITY.





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RECOMMENDED COMMERCIAL APPROACH



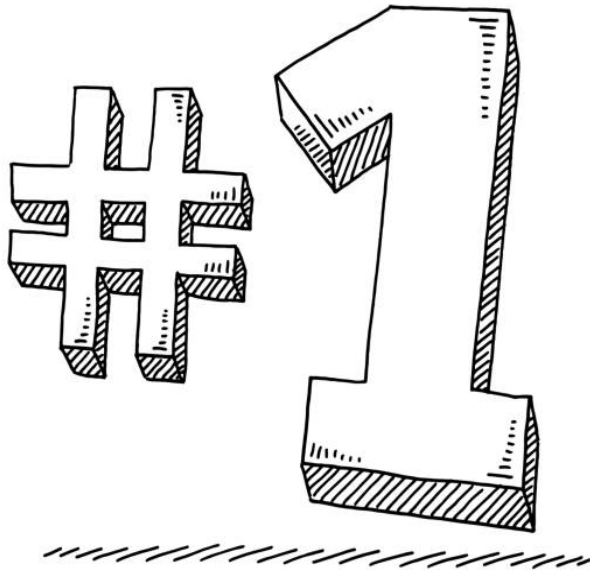
FROM A SALES PERSPECTIVE, ICENETWORK PARTNERSHIPS SHOULD BE POSITIONED AS ANNUAL RELATIONSHIP PLATFORMS RATHER THAN ISOLATED SPONSORSHIP PURCHASES. A STRONG PARTNERSHIP BLENDS VISIBILITY, CONTRIBUTION, AND CAREFULLY DESIGNED INTERACTION ACROSS THE YEAR.



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RECOMMENDED COMMERCIAL APPROACH



- **ONE** core Partnership Prospectus that explains the philosophy, model, and partner levels
- **ONE** concise benefits and investment matrix that sets out what each level includes
- **ONE** audience and insight sheet that proves the quality, reach, and relevance of the community

THIS STRUCTURE IS SIMPLER FOR BUYERS, MORE PREMIUM IN TONE, AND BETTER ALIGNED TO THE CORPORATE-FIRST NATURE OF THE NETWORK. IT ALSO MAKES IT EASIER FOR THE SALES TEAM TO TAILOR PROPOSALS WITHOUT LOSING STRATEGIC COHERENCE.





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NEXT STEPS

PROSPECTIVE PARTNERS ARE INVITED TO MEET WITH THE ICENETWORK TEAM TO DISCUSS FIT, OBJECTIVES, TARGET GEOGRAPHIES, PRIORITY AUDIENCES, AND THE MOST APPROPRIATE PARTNERSHIP LEVEL.

FROM THERE, ICENETWORK WILL DEVELOP A TAILORED COMMERCIAL RECOMMENDATION BUILT AROUND THE ORGANISATION'S GOALS AND THE NEEDS OF THE NETWORK. THIS ENSURES THAT EACH PARTNERSHIP IS INTENTIONAL, CREDIBLE, AND BENEFICIAL TO THE WIDER COMMUNITY.

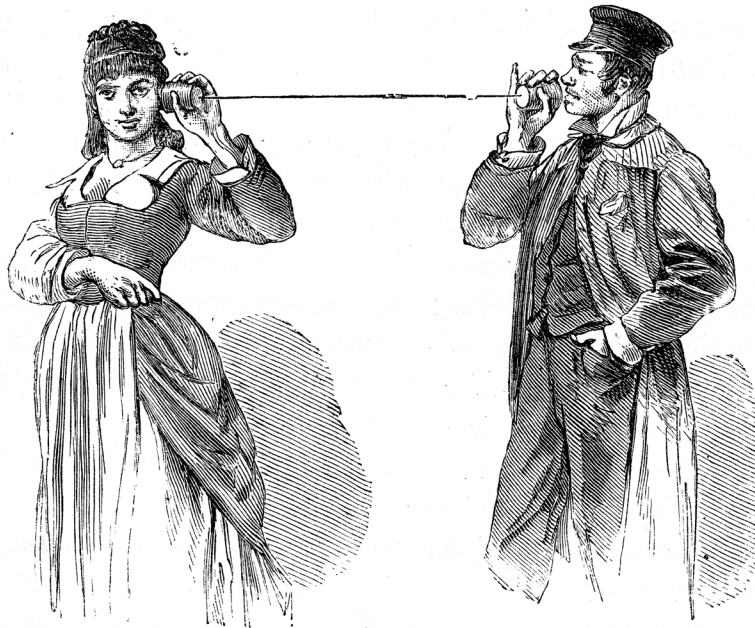




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CONTACT



TO EXPLORE PARTNERSHIP OPPORTUNITIES WITH THE INTERNATIONAL CORPORATE EVENTS NETWORK, PLEASE CONTACT THE ICENETWORK TEAM TO ARRANGE A DISCUSSION ON STRATEGIC FIT, AVAILABLE PROGRAMMES, AND TAILORED COMMERCIAL OPTIONS.

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