

Icon24 Conference: Conservation for Change

Sponsor & Exhibitor Information

*Support Icon and help protect, preserve, and promote
our cultural heritage through conservation*



THE INSTITUTE OF CONSERVATION

A welcome from our CEO, Emma Jhita



The Institute of Conservation (Icon) is delighted to invite potential Sponsors and Exhibitors to be part of our prestigious 2024 conference taking place in the heart of London at the Royal Geographical Society, on 2nd and 3rd July 2024. This is a unique opportunity to showcase your brand in front of the conservation profession, engaging with industry leaders, experts, and enthusiasts from around the globe.

As a conference Sponsor or Exhibitor, you will be joining Icon in a shared commitment to conservation values and collaborative partnerships, as well as a desire for innovation and the positive change that the wider role of conservation can effect, achieving transformation within the cultural heritage sector.

By aligning your brand with Icon24, you position yourself as a leader in the cultural heritage sector and an advocate for the role of conservation in delivering change. Your engagement will not only elevate your corporate social responsibility profile but also provide you with a unique platform to showcase your commitment to conservation and the wider heritage, arts, and cultural sector.

Together, we can amplify our shared message, inspire change, and drive innovation that will resonate far beyond the conference walls.

Be a part of shaping a world where corporate responsibility converges with arts, culture, and heritage, creating a lasting, positive change for generations to come. Icon24 is not just a conference; it's a platform for initiating real-world impact. By sponsoring or exhibiting at Icon24, you become an integral part of a movement that values conservation, preservation, and transformative action.

Secure your exhibition space or sponsor opportunity today and be a catalyst for change in the conservation and wider heritage sector.

Emma Jhita, Icon CEO



About Icon24

Join us for two transformative days at the conservation event of the year. Embark on a journey of innovation and inspiration at the forefront of conservation as we delve deeper into the vital role conservation plays in shaping both our sector and wider society.

Icon24 will bring together speakers, exhibitors, and sponsors to explore the importance of conservation in the preservation of our history and heritage. This year's conference is built around the key themes of:

- Impact and Performance
- Partnerships and Collaborations
- Engaging Your Audiences
- Workforce Development
- Future Resilience and Sustainability



Why Attend?

Inspiration Beyond Boundaries: Hear from inspiring leaders and experts as they share their experiences of how conservation can support positive change.

Innovative Solutions for Tomorrow: Explore the latest innovations that are revolutionising the conservation landscape. From cutting-edge technologies to sustainable practices.

Connect with Diverse Delegates: Engage with a diverse array of delegates, from industry trailblazers to passionate advocates. Make the most of the networking opportunities to build connections that go beyond disciplines and ignite collaborative initiatives.

Key Partnerships, Endless Possibilities: Forge strategic partnerships with key players in the conservation arena. Icon24 provides a unique platform to collaborate with influencers, organisations, and industry partners, unlocking new opportunities for impactful change.

Educational Insights: Benefit from in-depth keynotes, presentations, and panel discussions that delve into the significant contributions of conservation within the sector and society at large.

Champion Conservation: Become an advocate for the broader societal impact of conservation and how our involvement can positively contribute to it.

Our Keynote Speakers



Bernard Donoghue OBE
Director and CEO, Association of
Leading Visitor Attractions (ALVA)



Dr Sarah Posey
Director of Cultural Property,
Arts Council England



Nadine Thiel
Head of Conservation,
Historical Archive of Cologne



Robin Dhar
Director, Donald Insall Associates



Emma Callaghan
Conservation Technician,
National Museum of the Royal Navy

Our Programme

Day 1 – Tuesday 2nd July

9.30am – 5.00pm

Our Day 1 sessions include a mix of presentations and panel discussions on the following themes:

Session 1: Engaging your audiences – conservation and beyond

Session 2: Future resilience and sustainability

Session 3: Partnerships and collaboration



Evening Drinks Reception

Our Summer Evening Drinks Reception with special invited speakers and The Conservation Awards, supported by the Marsh Charitable Trust.

Day 2 – Wednesday 3rd July 2024

9.00am – 4.30pm

Our Day 2 sessions include a mix of presentations and panel discussions on the following themes:

Session 4: Engaging with communities – conservation and beyond

Session 5: Workforce development

Session 6: Impact and performance

Session 7: Looking back on a life in conservation



Why Support Icon24?

Icon24 is our first major conference since COVID-19. This greatly anticipated event will be the leading conference for the conservation sector, and your involvement, either as a valued Sponsor or Exhibitor, will enable you to engage with a global audience to showcase your services and products.



Icon24 will provide you with:

Visibility: Position your brand in front of a diverse and influential audience passionate about conservation

Networking: Forge meaningful connections with professionals, decision-makers, and potential collaborators in the conservation and wider heritage sector, as well as find out about the latest news, innovations and industry trends

Showcase Solutions: Highlight your products, services, and innovations that contribute to positive change in the conservation and heritage landscape

Thought Leadership: Contribute to our conference discussions, workshops, and sessions to establish your company as a thought leader in the conservation and heritage sector

Brand Recognition: Whether you are an established brand or new to the market, our sponsorship packages will provide you with a unique opportunity to elevate your brand and showcase your strengths through our extensive marketing channels, reaching a global audience interested in driving the positive impact that conservation plays within the arts, cultural and heritage sector.



Why Support Icon24?

By supporting Icon24 all our Sponsors and Exhibitors will get the satisfaction of knowing that their support will make a difference to the work that Icon does to support, promote, and highlight the benefit and value that conservation brings to society.



For any business operating in the heritage sector becoming a Sponsor or Exhibitor at Icon24 is the ideal way for you to highlight your support for the sector, providing you with a platform to showcase your services and/or products, as well as provide you with opportunities to align with and engage with the Icon community throughout the two days and beyond.

We have several Sponsorship and Exhibitor packages to suit both individual contractors, as well as local, national, and international businesses. We will also be using Icon24 as our opportunity to further develop these mutually beneficial relationships moving forward for the benefit of our members, and the wider heritage sector.

Icon24 is THE place to showcase your organisation's knowledge, experience, and expertise providing all delegates with access to your exciting content and information relevant to their work and working environment.

Our conference themes of – *Impact and Performance, Partnerships and Collaborations, Engaging your Audiences, Workforce Development, and Future Resilience and Sustainability* as well as our diverse speakers, presenters, and keynotes aim to attract the widest range of delegates including senior management, organisational leaders, and decision makers from the business, charity, statutory, national and international conservation and heritage sector.

Join us in London for Icon24 and be part of the most exciting conservation and heritage conference this year.

How Icon24 packages can help your organisation

Develop your existing workforce



By engaging with the conference all supporters will get the satisfaction of knowing that their support will make a massive difference to the individuals and organisations that Icon supports. At the same time, we also offer you the opportunity to actively engage with our other projects, programmes, events, and activities to help boost your organisation's involvement with the conservation and wider heritage sector.

We want to use Icon24 as our opportunity to develop a wide range of positive and collaborative mutually beneficial relationships, providing your staff team with the opportunity to develop new skills, knowledge, and experiences of working with our national charity, and all the individuals and organisations we support. It will also provide opportunities to share best practice and offer peer support and training.

Increase your brand value and reputation

Your relationship with Icon and its activities will offer an opportunity to achieve enhanced brand awareness, as your support will be promoted by our Communications team. This will help to build trust and brand warmth through your engagement with an international professional membership organisation with over 2,400 members across the UK and beyond. Supporting the professional body for conservation will enhance both your visibility and credibility within the sector, as well as helping you to fulfil your Corporate Social Responsibility and potentially any Employer Supported Volunteering objectives.



How Icon24 packages can help your organisation

Enhance your profile within the conservation and wider cultural heritage community



Your support will provide your business with an increased social media profile, publicity, and better engagement within the conservation sector, as well as the wider cultural heritage sector. By engaging with Icon's diverse range of activities, support, magazine, workshops, events, specialist interest groups and networks you will be able to connect with a diverse range of organisations, individuals and communities that may be harder to reach or less engaged than your existing customers. Strengthening your relationship with a subject specialism has the potential to increase your customer reach and will also help you to demonstrate your commitment to high standards of conservation and specialist technical knowledge.

Increase your financial or operational gains

Supporting Icon provides your business with the opportunity to access the creativity and innovation that are key within the conservation profession. Engaging with our staff team, members, specialist interest groups and networks will put you in touch with the latest thinking and ideas in the sector as well as increasing your understanding of current threats and opportunities. This may enhance the development of your core business and potentially lead to commercial gains if you actively engage with our programmes, activities and events bringing new insights and perspectives into your business model.



How Icon24 packages can help your organisation

Increase you audience profile and demographic

Icon has a substantial and growing audience profile and reach which you will benefit from:



Promote your business to over 250,000 + annual website visitors



Promote your business to over 47,500 followers and supporters across all our social media channels



Promote and access exclusive opportunities to present your business at our 30+ learning and networking events throughout the year



Promote your business to 2500+ Icon members and our 25 specialist interest groups and networks



Promote your business through our monthly e-bulletin and quarterly Iconnect magazine

For further information about sponsorship, exhibitor opportunities please contact:

Jo Boardman: icon24@icon.org.uk

For further information about Icon please visit:



www.icon.org.uk



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