



# PAY 360 *VIRTUAL*

4th & 5th August 2020  
An iVent-enabled virtual conference



## Digital marketing programmes

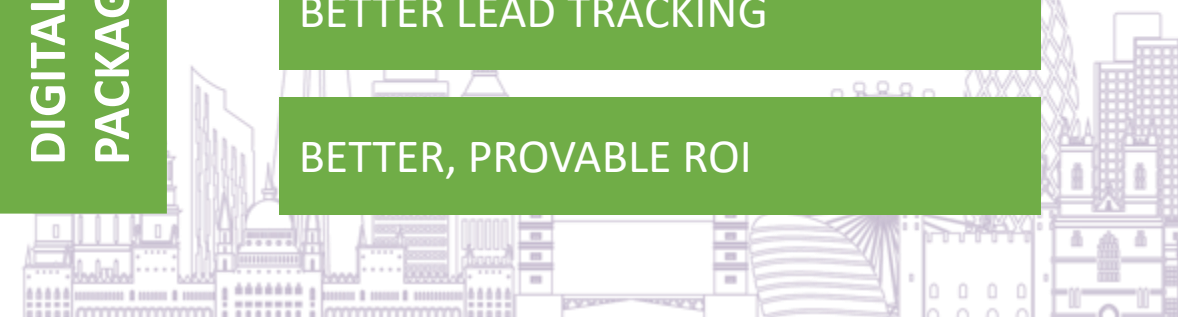
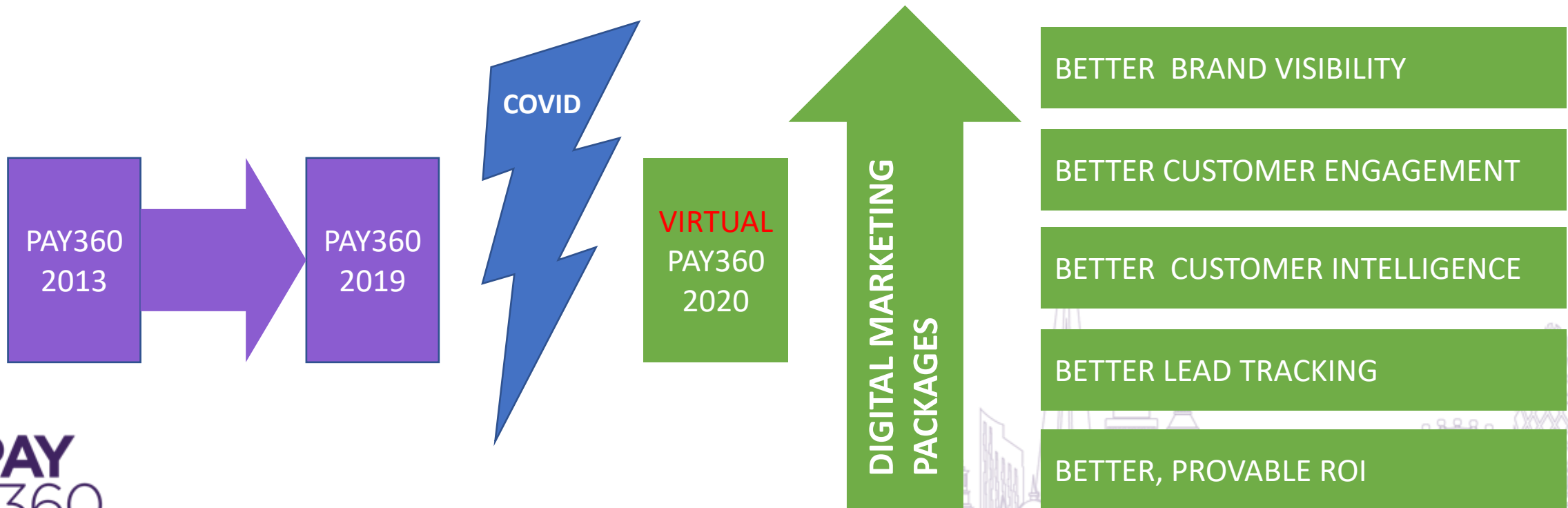


# PAY360 good, *Virtual* PAY360 better

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'



## 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

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

TIMELINE

THE EVENT

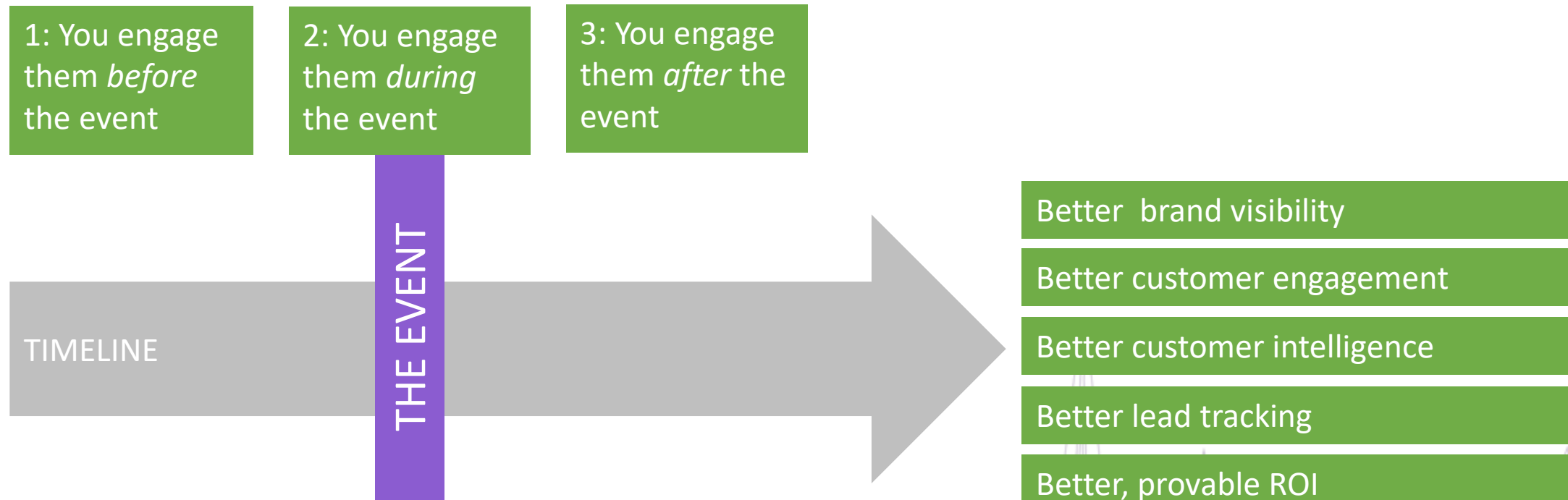




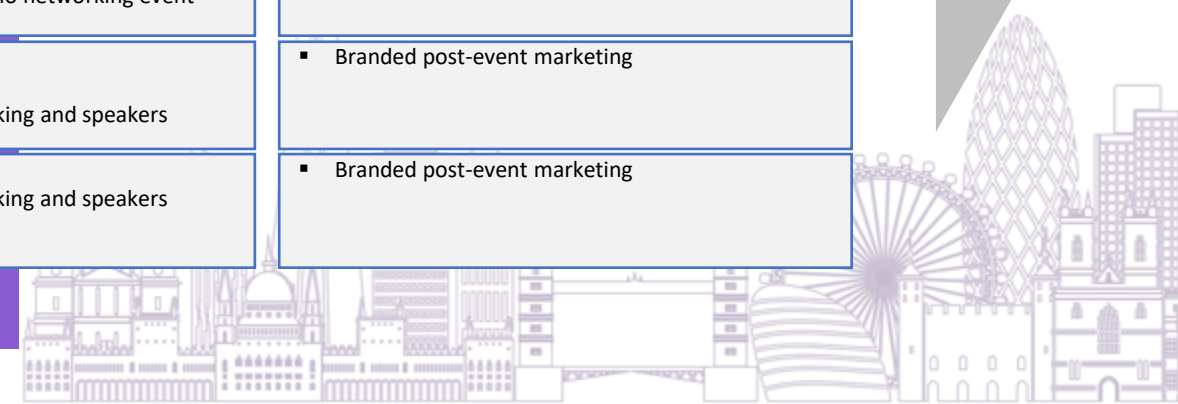
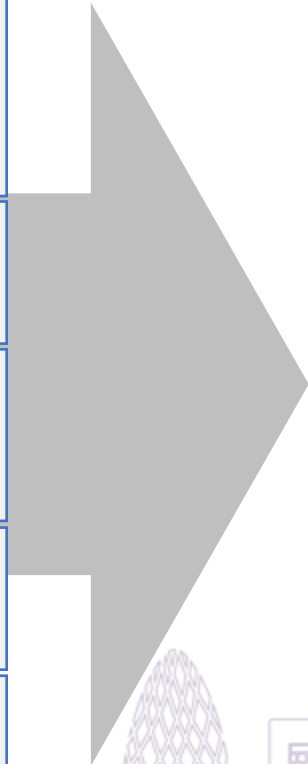
# Virtual PAY360 three-phase marketing

## 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.



	Engage beforehand	Engage during	Engage afterwards
Headline	<ul style="list-style-type: none"> <li>Prospect/partner meetings</li> <li>Keynote pre-event video</li> <li>Co-branded digital/social media</li> <li>Endorse industry survey on Project Recovery</li> </ul>	<ul style="list-style-type: none"> <li>Opening keynote speaker slot</li> <li>Headline branding</li> <li>Custom-built premium virtual booth</li> <li>Compliance Training Taster Workshop</li> <li>Industry Survey Presentation On-Demand</li> <li>Staff and guest passes</li> <li>Hosted tables at Remo networking event</li> <li>'Meet the Speakers' Breakfast Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> <li>Post-event promotion of your sponsorship</li> <li>Access to all opt-in contact details</li> </ul>
Gold £21k	<ul style="list-style-type: none"> <li>Contact with attendees before event</li> <li>Co-branded digital/social media as Gold Sponsor</li> </ul>	<ul style="list-style-type: none"> <li>Panel speaker slot</li> <li>Co-branding as Gold Sponsor</li> <li>Premium virtual booth</li> <li>Hosted tables at Remo networking event</li> <li>Staff and guest passes</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> <li>Promotion of panel session video post-event</li> <li>Access to opt-in contact details</li> </ul>
Bus. Lounge £19k	<ul style="list-style-type: none"> <li>Co-branded digital/social media as 'Business Networking Lounge Sponsor'</li> </ul>	<ul style="list-style-type: none"> <li>20 x 20 Innovation showcase demo slot</li> <li>Branded 'Business Networking Lounge'</li> <li>Branding as 'Business Networking Lounge' Sponsor</li> <li>Hosted table at Remo networking event</li> <li>Virtual booth</li> <li>Staff and guest passes</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> <li>Link to your showcase demo video post-event</li> <li>Access to opt-in contact details</li> </ul>
Silver £15k	<ul style="list-style-type: none"> <li>Co-branded digital/social media as 'Silver Sponsor'</li> </ul>	<ul style="list-style-type: none"> <li>Panel speaker slot</li> <li>Co-branding as Silver Sponsor</li> <li>Virtual booth</li> <li>Hosted table at virtual Remo networking event</li> <li>Staff and guest passes</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> <li>Link to your keynote video post-event</li> <li>Access to opt-in contact details</li> </ul>
Showcase £8k	<ul style="list-style-type: none"> <li>Co-branded digital/social media as 'Showcase'</li> </ul>	<ul style="list-style-type: none"> <li>20-20 Showcase Demo slot</li> <li>Virtual exhibition booth</li> <li>Delegate access to networking and speakers</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> </ul>
Exhibitor £6k	<ul style="list-style-type: none"> <li>Co-branded digital / social media as 'Exhibitor'</li> </ul>	<ul style="list-style-type: none"> <li>Virtual exhibition booth</li> <li>Delegate access to networking and speakers</li> </ul>	<ul style="list-style-type: none"> <li>Branded post-event marketing</li> </ul>

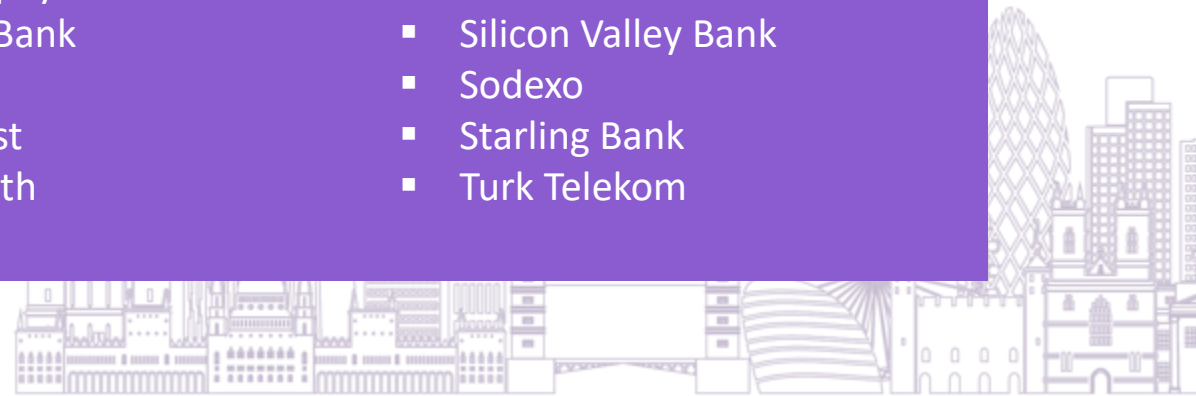


## 2019 Sponsors and Exhibitors include:

- 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





For more information, contact:

**Keri Farrell**

Commercial Director

T: +44 20 7378 9890

M: +44 7771 349575

E: [keri.farrell@emergingpayments.org](mailto:keri.farrell@emergingpayments.org)

**Sophia de Francesco**

Head of Content

E: [Sophia.deFrancesco@emergingpayments.org](mailto:Sophia.deFrancesco@emergingpayments.org)

**Maria Stavrou**

Head of Operations

T: +44 20 7378 9890

E: [maria.stavrou@emergingpayments.org](mailto:maria.stavrou@emergingpayments.org)







# APPENDIX – PACKAGE DETAILS

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

**Specification of Virtual PAY360 Packages**

PAY360 has been the annual conference for the payments industry since 2013. It's where the best 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, 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 describes in detail the content of the data-driven marketing programmes that deliver your business objectives.

**Sponsorship options:**

1. Headline Package	£21,000	1 available
2. Gold Package	£21,000	4 available
3. Business Networking Lounge Package	£19,000	1 available
4. Silver Package	£15,000	6 available
5. Showcase Demo Package	£8,000	10 available
6. Exhibitor Package	£6,000	Limited number available

**1. Headline Package – 1 available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>

**2. Gold Package – £21,000 – 4 available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>

**3. Business Networking Lounge Package – £19,000 – 1 available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>

**4. Silver Package – £15,000 – 6 available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>

**5. Showcase Demo Package - £8,000 – 10 available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>

**6. Exhibitor Package - £6,000 – limited number available**

Engage beforehand	Engage during	Engage afterwards
<ul style="list-style-type: none"> <li>1. Personal digital/social media to 'Share Sponsor'</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>
Content of Package		
<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>	<ul style="list-style-type: none"> <li>1. Opening keynote address</li> <li>2. Headline presentation</li> <li>3. Exclusive 'Keynote' presentation</li> <li>4. Industry leading 'Panel Discussion'</li> <li>5. Staff and guest passes</li> <li>6. Virtual access to all event networking areas</li> <li>7. Meet the Sponsor's 'Headline' speakers</li> </ul>	<ul style="list-style-type: none"> <li>1. Personal digital/social media</li> <li>2. Receive pre-event alerts</li> <li>3. Customised digital/social media to 'Share Sponsor'</li> <li>4. Exclusive industry survey on Fraud Recovery</li> </ul>



For more information on these packages or to reserve your Package contact Keri Farrell, Commercial Director, [keri.farrell@emergingpayments.org](mailto:keri.farrell@emergingpayments.org), +44 (0)7771 349 575

