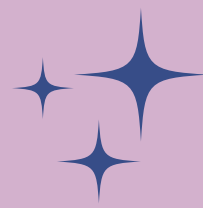


BACK2023 BUSINESSSHIP



COMPANY PARTNER

“The Back2Businessship event attracted a really high calibre of senior marketing professionals, equipping them with the tools to vastly improve their employability and job searching capability without charge. LinkedIn wouldn’t hesitate to return to this group of delegates should a senior role become available”

Sarah Holzman, Head of Leadership Hiring, LinkedIn

WHAT IS BACK2BUSINESSSHIP?

We are the only UK Marketing, Digital, PR & Sports Marketing Returners programme that up skills, builds confidence and coaches the “return” of top talent into the workplace after a family/caring career break.



Over **200 delegates** have already graduated from the programme since 2014 and secured roles at top marketing and communications companies and blue chip brands, including **The Advertising Association, IMG, Save the Children, HP, Golin, FHF, R/GA, GDST, Oracle, Rolls Royce, the Government Returners Office, Girl Effect (Nike), Arc’teryx, New Society, ISI (Independent Schools Inspectorate), Digital Media Cinemas, Hanover Communications, Togetherall, SEC Newgate** and many more.

Many organisations continue to hire the same type of talent from the same places despite voicing public commitments to **improving diversity and inclusion** in their teams. Back2Businessship unlocks a largely **untapped talent pool** that is being ignored by many organisations.

2023 DELEGATES;

- ✦ People who have taken extended time out of their career for caring reasons; 3+ years
- ✦ Average age; over 40
- ✦ 35%+ From black Asian minority ethnic communities
- ✦ 40%+ People from lower socio economic backgrounds
- ✦ All from digital, marketing, pr, communications & sports marketing backgrounds

"The programme gave me a huge confidence boost, an instant and supportive professional network, up-to-date industry knowledge and the skills to take my job search to the next level. I feel very lucky to have found this course. Hearing success stories and being given valuable tips by delegates from previous years was really inspiring and empowering! They reinforced the message 'you don't have to be perfect, just be brave and take the leap!'"
Back2Businessship2022 Delegate

HOW THE PROGRAMME WORKS



A 6 day face to face bootcamp over 2 weeks featuring 25 interactive sessions presented by experts in their field. All presenters offer their time pro bono.

Focused on Outcomes: enabling experienced Returners to get back to work and into jobs as well as updating their skills and knowledge to reboot their careers.

PRACTICAL CAREER SKILLS

Personal Development Skills including guidance on navigating on-line job applications, creating a platinum Linked In profile, interviewing in a post COVID world, negotiating skills, and managing your imposter syndrome.

SKILLS & SECTOR SPECIFIC MODULES

Skills & Sector specific modules on the impact of data and analytics on marketing & communications strategies, what to expect from immersive technology, AI, the IOT and the impact of technological change, the 24/7 'always on' news agenda and the blurred line between earned, owned & shared.

FINAL DAY DELEGATE NETWORKING EVENT

Culminating in the final day delegate networking event where delegates meet leading companies eager to meet and hire returners.

**WEEKS COMMENCING
13TH & 20TH MARCH
2023**

PARTNER WITH US

Businesses understand the economic and societal benefits of having a diverse workforce.



Being a Back2Businessship2023 Company Partner will position you as a business that;

- ✦ supports flexible working patterns as a progressive employer
- ✦ acknowledges the value of the experienced returner
- ✦ is actively engaged in programmes that create social mobility particularly from under-represented groups such as those from black, Asian, minority ethnic backgrounds
- ✦ actively wants to reach out to the over 40's in a sector that is known for being 'young'
- ✦ is keen to engage with returners (women and men) who have had time out for caring reasons
- ✦ is keeping the gender & ethnicity pay gap front of mind

PARTNERSHIP MODELS

GOLD £5,000 + VAT

JOINT BRANDING

SPEAKER OPPORTUNITY

**FINAL DAY DELEGATE
NETWORKING EVENT**

**1 DELEGATE HIRE - NO
RECRUITMENT FEES**

PLATINUM £10,000 + VAT

HEADLINE SPONSOR FOR 1 WEEK

**OPPORTUNITY TO HOST PROGRAMME AT YOUR
OFFICES**

PROMOTED AS A TOP TIER PARTNER

COMPANY REP AT OPENING & CLOSING SESSIONS

**RUN A COMPANY BRANDED MODULE ON
UPSKILLING IN MARKETING/COMMS**

**HOST/COBRAND THE FINAL DAY DELEGATE
NETWORKING EVENT**

**FIRST CHOICE OF DELEGATES FOR LIVE ROLES IN
YOUR BUSINESS**

3 HIRES - NO RECRUITMENT FEES

PARTNER BENEFITS

There will be positive internal and external benefits from being associated with an established Returners Programme particularly one that is focused on social mobility and people from black, Asian, minority communities.

1

20% of your Partner fee will go towards a bursary fund for those delegates from lower socio economic backgrounds. The rest of your fee goes towards the costs of delivering the programme. The programme is non profit making.

2

Your internal Digital & Marketing team can manage and deliver a dedicated module during the 6 day bootcamp.

3

Your logo with a click through to your EDI activities will be on all on line and hard copy marketing/promotional and course materials. B2B2022 marketing achieved **50,000** impressions across social media.

4

Two members of your in house recruitment team can meet the Returners at our Final Day Delegate Networking Event and choose delegates for your current Interim and Permanent roles. Your first 3 hires come with no recruitment fees attached.

f1 recruitment ltd has been the delivery partner since 2014.

2022 PARTNERS



with values™



Which?

ADVERTISING
ASSOCIATION



"The 2022 programme feedback is wonderful and I am so glad the programme has again been such a success. All credit to your efforts – it has been terrific to be associated with this again."
***Simon Whitehead, CEO at Hill + Knowlton Strategies UK,
Back2Businessship2022***



"It was a brilliant experience and I'm privileged to be one of the back2businesship graduates. Many thanks to everyone who participated in organising such an important program. You gifted us with knowledge, hope and optimism about our career perspectives."
Back2Businessship2022 Delegate

WHO CREATED BACK2BUSINESSSHIP?

Liz Nottingham

Liz has a 30 year+ HR and Learning & Development career predominantly in the Media, Marketing & PR sectors working for R/GA, Starcom, Grey & Weber Shandwick.

Amanda Fone

Amanda has a 30 year+ career in recruitment & search in Marketing & PR & Sports Marketing, Founder & CEO f1 recruitment ltd & Co founder of NoTurningBack2020.