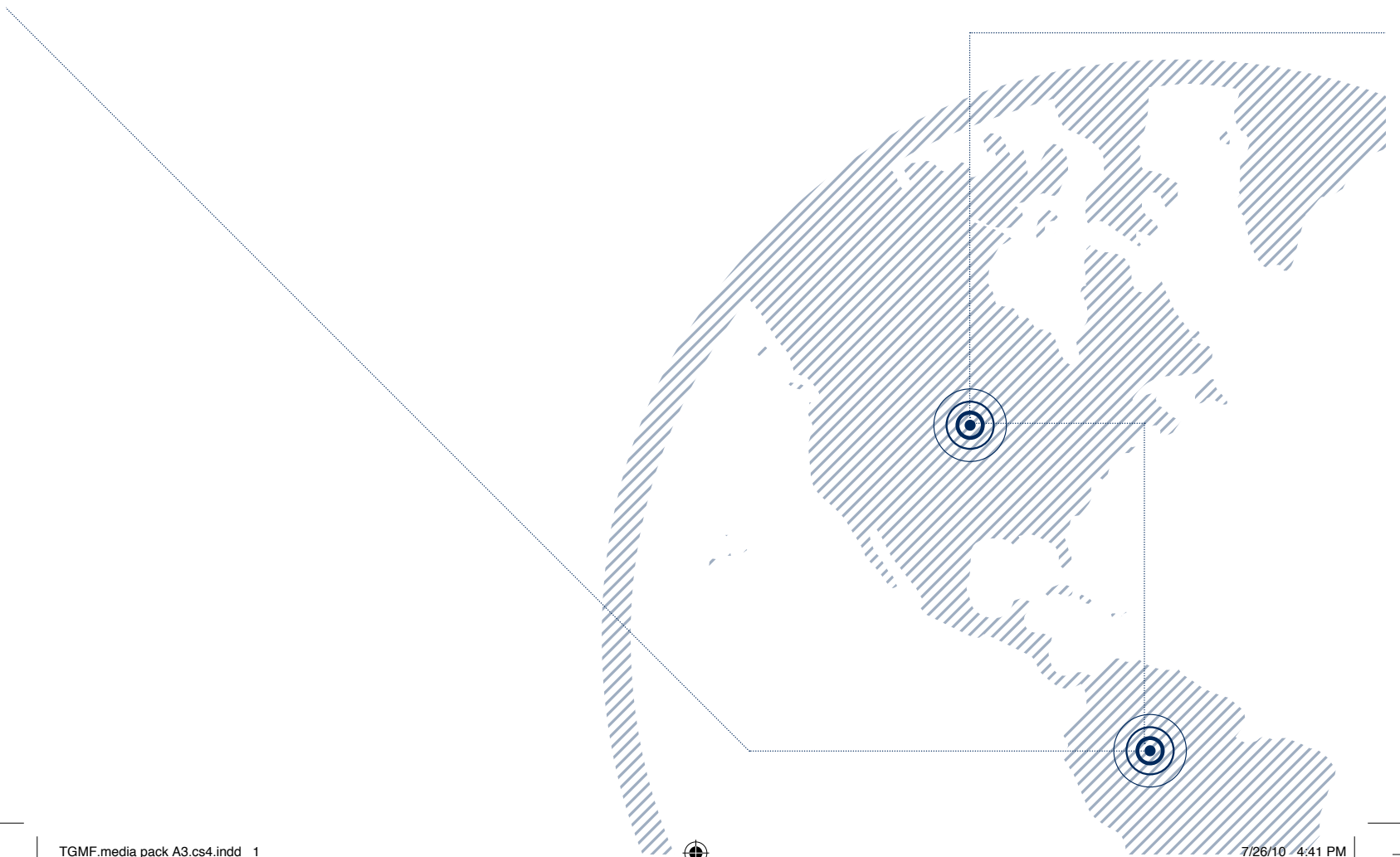




The Global Mobility Forum
4th March, 2011.
The Business Design Centre, London.
www.globalmobilityforum.com





The Global Mobility Forum

As companies do more and more business across national borders, business leaders are recognizing the importance of effective global mobility programs in today's rapidly changing business environment. Many corporate executives are discovering that their existing programs for handling international assignments don't adequately address all of the emerging needs of their business.

A recent report by PWC has indicated that by 2020, companies will have an even greater need to deploy their talent around the world, and as a consequence, international assignment levels and overall mobility will increase significantly. The report revealed that assignee levels have increased by 25% over the last decade, and PWC predict a further 50% growth in assignments by 2020. There will be more assignees, more business travel, more virtual tools, and especially more quick, short term, and commuter assignments. The World Economic Forum in Davos noted "that countries and organisations need to prepare for an era of a fast-changing, dynamic, and mobile workforce."



The Global Mobility Forum will target global mobility professionals and business relocation specialists to provide them with essential information and advice on services, personnel retention and running successful international assignments.

The seminar programme will provide expert advice, analysis and information that will be essential for global mobility professionals. Alongside that, a small number of key sponsors will be on hand to advise and assist with mobility and assignment needs.

"Twenty-five years ago, ChemChina was spun off from China National Bluestar with a staff of just seven. Now we employ 160,000 people. We employ many people from Western countries, including at the management level. We work with leading human resource consultancies to recruit more Western professionals.

REN Jianxin President, China National Chemical Corporation (ChemChina)





Marketing

The marketing campaign to support The Global Mobility Forum will involve using a range of media, including national press, online and via targeted mailshots

The Venue

Situated in fashionable Islington, the Business Design Centre is London's most stylish exhibition venue, playing host to over 80 exhibitions and 250 conferences every year. The Global Mobility Forum will take place in the Gallery Hall, a self-contained conference and exhibition facility.

Sponsorship Opportunities

We have a limited number of sponsorship opportunities available for companies who want to talk to our targeted audience of global mobility professionals. For more information, please contact **John Weir** (john.weir@edpltd.co.uk) on **01179 323586**



Who will attend?

Our audience will comprise a targeted group of global mobility professionals, looking to learn about best practices in international assignee management and networking opportunities, including,

- International HR Practitioners
- HR Directors
- Global/ International Mobility Directors and Managers
- Compensation and Benefits Directors
- International Reward Directors
- Expatriate Managers
- Tax Experts
- Global Pensions Directors
- Heads and Directors of Colleague Relations / Employee Relations
- Heads and Directors of International Assignments
- Global business principals



PWC predict a further 50% growth in assignments by 2020.





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Sponsorship Opportunities

Platinum Sponsor £6,000

Company profile on www.globalmobilityforum.com

- Banner on the website homepage
- Advert in the conference guide and inserts in delegate pack
- Logo on all Show marketing materials
- 4x2m stand in conference exhibition area
- Seminar speaking slot

Gold Sponsor £3,500

- Banner on the website homepage
- Company listing in the conference guide
- Logo on all Show marketing materials
- 2x2 m stand in conference exhibition area

Our dedicated exhibition will give exhibitors the opportunity to talk to a targeted audience looking for their products and services.

- 2 metres x 2 metre – £1600
- 4 metres x 2 metres – £3200

All stand packages will include the following benefits:

- Entry in event showguide
- Listing on conference website
- Shell scheme stand with fascia board

