

afbe LIVE! 2024



Theme:
**The Future of
Engineering:
Human Centric
Solutions**

APRIL 23, 2024 9:00 - 22:30

QUEEN ELIZABETH II CENTRE

Broad Sanctuary, London SW1P 3EE

CORPORATE SPONSORSHIP PACKET

About the Association for Black and Minority Ethnic Engineers

“AFBE has been a source of inspiration and affirmation and navigated me to push through the glass ceiling and unlock my maximum potential.” *AFBE transition testimonial*

AFBE-UK promotes higher achievements in education and engineering particularly among people from black and minority ethnicity (BME) backgrounds.

The Association for Black and Minority Ethnic Engineers (AFBE) was established in 2007 to address the underrepresentation of ethnic minorities in the engineering workforce. AFBE seeks to showcase and support the technical talent available within the Black and Minority Ethnic community through professional development, career placement services, mentorship opportunities, community engagement and by influencing governmental policies.

AFBE has over 2,500 members spread across the UK and 80 corporate organisation members and is supported by various industry partners and government bodies

Since our inception 16 years ago, AFBE has aimed to achieve three objectives.

- To attract more people from minority ethnic backgrounds into the engineering profession
- To enable retention and progression of talent within the industry through mentoring of aspiring engineers
- To equip engineers to progress to leadership roles and to then become role models for the next generation.



About AFBELive!



AFBELive is a conference conceived by AFBE-UK on its 15th anniversary to showcase AFBE-UK's work over many years in towns and cities across the UK. The one-day conference will highlight the contributions of people from minoritized groups in the UK through innovation.

The conference aims to amplify the importance of diversity, inclusion and belonging by providing all stakeholders with insights into strategies that enable growth of our industry.

The Engineering industry accounts for 27.1% of total UK GDP the conference will bring together government officials, Members of parliament, CEOs, Engineering businesses, students and engineering professionals and stake holders within the Diversity and inclusion space to highlight the importance of inclusion in all sectors of society.

Event Details:

- Expected attendance: 600**
- Location: QE II Centre, London**
- Date: April 23, 2024**
- Intended Audience:**
 - University Students
 - Professional Engineers
 - Academics
 - Companies

The conference also provides a platform to discover the "Next Big Idea", a dragon den's style event aimed at students and professionals. This will inspire bright new ideas around perceptions of engineering, social mobility, employability, racial parity in engineering, STEM education, preparation of graduates for the world of work, innovation, and sustainable development.

The first conference themed is "The future of Engineering - Sustainability, Innovation & Diversity" held in April 2022 was a remarkable success with over 500 attendees. With a remarkable turn-out from partner organisations, universities, members, and other professional bodies from all over the UK.

The post-conference celebratory dinner with live musical performances, good food, and great atmosphere also provided an excellent opportunity for networking.

The conference takes place bi-annually and will gather some of the best minds in the industry.



What people had to say about AFBELive 2022

AFBELive 2022 was the biggest ever statement showcasing the presence and relevance of minority ethnic people to the engineering sector. It drew from all the lessons AFBE has learned in the 16 years of its existence. The result was an event that people were talking about months after it held, the result has been news about mentors found, jobs secured, further AFBE partnerships and growth in our membership—Dr Ollie Folayan MBE

Ollie Folayan MBE (PhD CEng FICHEM) • 1st
 Head of Process at Optimus Plus Aberdeen | Visiting Professor | Co-Foun...
 11mo • 🌐

News Flash ⚡ - Members of AFBE-UK travelled to Leeds today

Why? To run our flagship Transition careers workshop alongside partners **Mott MacDonald**

The result? An inspiring day for aspiring engineers who are now equipped with tools for industry success, buoyed by testimonials of graduates like Taiwo, who secured a job at Mott MacDonald. A process that began at #AFBELive22 where Taiwo met **Mark Ewen**

Many Congratulations to our dedicated team led by the indefatigable **Ibim Diri** Thanks also to co-conspirators like **Vanessa Burton Miriam Sharkey, Assoc. CIPD** **Andrea Morris** and so many others.

#success #engineers #wemove 🇸🇬

Scottish Branch: Association for Black and Minority Ethnic Engineers (AFBE-UK Scotland)

She's in CTRL - OUT NOW - Anne-Marie Imafidon
 @aimafidon

Reliving an evening of fab engineers, food, fun and dynamic discussions on diversity in engineering at the #AFBELive22 Conference.

2:35 PM • May 11, 2022

RS
 114,554 followers
 1yr • 🌐

Last week our very own Lynn Ma had the pleasure of judging the professionals stream of the Next Big Idea Competition, as part of AFBE Live.

The Next Big Idea competition was looking for: engineering solutions that would assist diversity and inclusion in engineering and technology, innovations in engineering and technology and impacts of COVID-19 on minoritized groups in Education and Employability.

Chinazor Vivian Kalu was selected as the well-deserved winner. Her proposal was a solution to teach stay at home Mums new skills to enable them to get back into work in STEM fields on their own terms. Her pitch was beautiful and resonated so much with the audience that many had tears in their eyes.

Chinazor told us: "Passion takes one to places that even ability cannot. Participating in AFBE Live gave me another platform to pitch my passion, network and learn from others' wealth of knowledge."

Congratulations Chinazor!

#AFBELive #NextBigIdea #STEM #Engineering #RSGrassRoots #BIW2022 #TogetherForABetterWorld #ForABetterWorld

Association for Black and Minority Ethnic Engineers (AFBE-UK)

Had the most amazing compliment and feedback from Jennifer. She attended the **AFBELive** Conference in April and what she told me today was just phenomenal. AFBE really has left an indelible mark on people.

EnQuest is taking on Interns this year and starting tomorrow!

Jennifer was at EnQuest for an internship interview and hopefully should get the nod. I will share details as soon as it becomes available.

Tekena
 Wow! **AFBELive** is having a ripple effect

afbe Association for Black and Minority Ethnic Engineers (AFBE-UK)
 9K followers
 Reposted from Naimur Rahman • 11mo • 🌐

Fantastic to see the progress of BAME Engineers Society Sheffield over the last half year since we connected with them at #AFBELive22. Kudos to Naimur Rahman and all the team for pushing diversity further

Alexandra Knight CEng FIMechE FWES (She/Her) • 10:16 PM
 Hi just wanted to let you know - one of my mentees who came along to AFBE Live just received a job offer for a full time grad role at Subsea 7 after meeting a guy who worked there at the conference and then applying for the job and having a successful interview. She is over the moon and I am over the moon!
 Thank you for creating the space for this opportunity! She has been rejected from so many before. When she told me today I literally screamed in the coffee shop ☺️

Dr Margi Vilnay
 @Margi_StructEng

This has been the exact conversation I've been having today 🙌
 You can go to a safe/inspiring space (like the #AFBELive22 conference last week), leave absolutely buzzing full of hope things are changing, only to be confronted by the reality that it is TOO SLOW 🙄

6:39 PM • Apr 27, 2022

The conference as "mind blowing" and "the best event I have attended"—Halima Abdullahi : UWE Research Fellow

The Future of Engineering : Human Centric Solutions for today's challenges

Despite increasing levels of automation enabled by Artificial Intelligence (Ai) and Big Data the common thread among most modern day engineering and technology advancements is the human element.

The focus of the conference will include:

- **AI and Ethical implications:** Use of Data to drive ethical practices and culture change
- **Labour Income inequality:** Growing gap between the rich and poor, opportunities,
- **Sustainability:** Skills Transfer and the Energy Transition
- **Equity in the built environment -** Ensuring that design, construction, operation, management, and regulation meets the needs of all communities.
- **Company Culture and Inclusion:** including Mental Health and Psychological Safety

This event is full of interesting sessions, learning opportunities, constructive competitions, and celebration moments. There will be panels, workshops, case studies, keynote addresses, exhibitions, speed networking and interactive sessions as well as showcases.

The conference will also provide a platform to discover the "Next Big Idea", a dragon den's style event aimed at students and professionals. This will inspire bright new ideas around Human centric solutions as well as the themes of the conference.

The day event will be followed by a three course Black Tie celebratory dinner with a Live Band for 300 guests.

Previous work in HCI has focused on exploiting human or machine capabilities

Frich et al (2018)

Halpern et al (2011)

Sill & d'Inverno (2018)





Sponsorship

Our Principal Sponsor **will receive the most prestigious promotional elements** of AFBELive and the highest-level visibility, service and support from the event management team.

As a Principal Sponsor, your corporate identity will receive prominence on all literature associated with the event. Your company will receive unsurpassed recognition by our attendees as the Principal Sponsor, with continuous brand exposure during the build-up to the event and beyond.

There can only be one Principal Sponsor.

Principal Sponsorship Benefits

PRIOR TO THE EVENT

- Lead positioning of your corporate identity within the extensive publicity programme
- Dedicated page on the Sponsors section of the official event website with URL link to your company website
- Social media promotional feeds and Direct Quote within Press Releases
- License to use the “AFBELive Principal Sponsor” logo
- Mention in any email campaigns

DURING THE EVENT

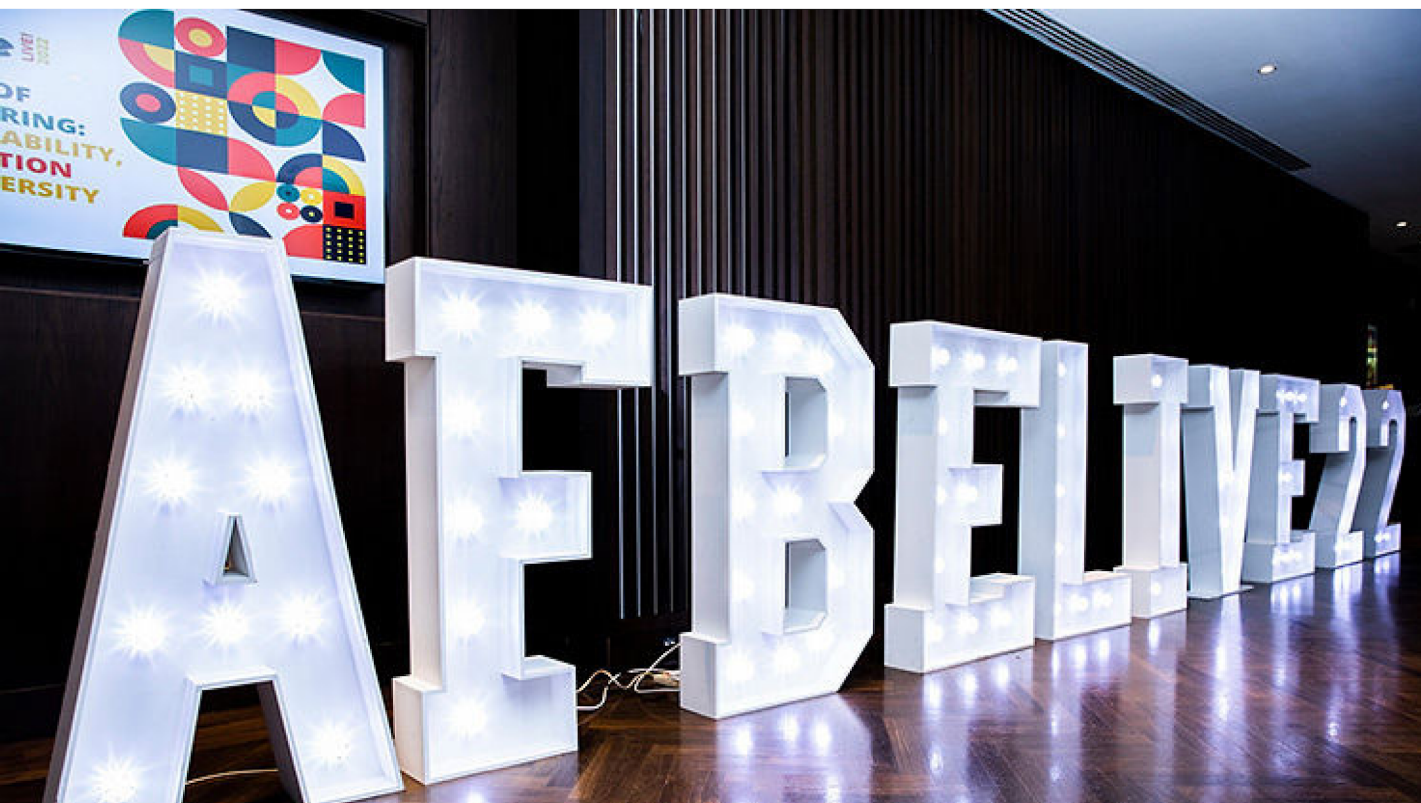
- Premium positioned full-page advertisement within the event programme
- Premium position of your corporate identity on the Sponsors Wall for team photos
- Premium position of your corporate identity on sponsor appreciation signage throughout the event
- Included on promotional Flags supplied, positioned at the entrance of registration
- A senior company representative invited to make a welcome address
- A senior company representative invited to judge and present the ‘The Next Big Idea Winner Award’
- Entry to AFBELive for three (3) teams of ten (10)
- Recognition from the stage during the event, thanking you for your support
- Up to four (4) pop-ups or similar displayed within the venue (to be supplied)
- Company literature included within delegate packs (to be supplied)
- All teams will be provided with a branded event t-shirt to include the Principal Sponsor’s corporate identity in prominent position on the t-shirt
- Onscreen branding

AFTER THE EVENT

- Corporate Identity promoted across AFBELive website with a link to your website for a full year
- Recognition in all press releases to trade media
- Event photography provided

Principal Sponsorship

£55,000



Sponsorship

Our Platinum Sponsor **will a high level of** visibility, service and support from the event management team.

As a Platinum Sponsor, your corporate identity will receive prominence on all literature associated with the event. Your company will receive significant recognition by our attendees as the Platinum Sponsor, with continuous brand exposure during the build-up to the event and beyond.

There can only be one Platinum Sponsor.

Platinum Sponsorship Benefits

PRIOR TO THE EVENT

- Top positioning of your corporate identity within the extensive publicity programme
- Dedicated page on the Sponsors section of the official event website with URL link to your company website
- Social media promotional feeds and Direct Quote within Press releases
- License to use the “AFBELive Platinum Sponsor” logo
- Mention in any email campaigns

DURING THE EVENT

- Premium positioned full-page advertisement within the event programme
- Premium position of your corporate identity on the Sponsors Wall for team photos
- Premium position of your corporate identity on sponsor appreciation signage throughout the event
- Included on promotional Flags supplied, positioned at the entrance of registration
- A senior company representative invited to judge and present the ‘The Next Big Idea Winner Award’
- Entry to AFBELive for two (2) teams of ten (10)
- Recognition from the stage during the event, thanking you for your support
- Company literature included within delegate packs (to be supplied)
- All teams will be provided with a branded event t-shirt to include the Platinum Sponsor’s corporate identity in prominent position on the t-shirt
- Onscreen branding

AFTER THE EVENT

- Corporate Identity promoted across AFBELive website with a link to your website for a full year!
- Recognition in all press releases to trade media
- Event photography provided

Platinum Sponsorship

£45,000



Sponsorship Categories:

We offer a range of sponsorship opportunities:
Diamond, Gold, Silver, and Bronze.

Benefits	Diamond	Gold	Silver	Bronze
Complimentary Registrations	15	10	7	5
Speaking Opportunity during the event	Yes	No	No	No
Corporate Table at Banquet	Yes (10)	Yes(5)	Yes(3)	Yes(1)
Direct quote in press releases	Yes	No	No	No
Highlighted recognition including company profile in the printed event brochure	Yes	Yes	Yes	Yes
Exhibition pop up banner and stand in the exhibition hall**	Yes	Yes	Yes	Yes
Representation during recruitment portion of conference	Yes	Yes	Yes	Yes
Recognition/logo as sponsor in all media and promotional materials	Yes	Yes	Yes	Yes
Number of personalized AFBE social media postings (Instagram and Twitter)	4	3	2	1
Corporate logo and weblink to corporate website from AFBE's website*	Yes	Yes	Yes	Yes
Free advertising on AFBE's job board for one year and direct promotion of career opportunities on AFBE's website and audience for one (1) year	Yes	Yes	Yes	Yes
Representation in AFBE Annual Report	Yes	Yes	Yes	Yes
Cost	£25,000	£15,000	£10,000	£5,000

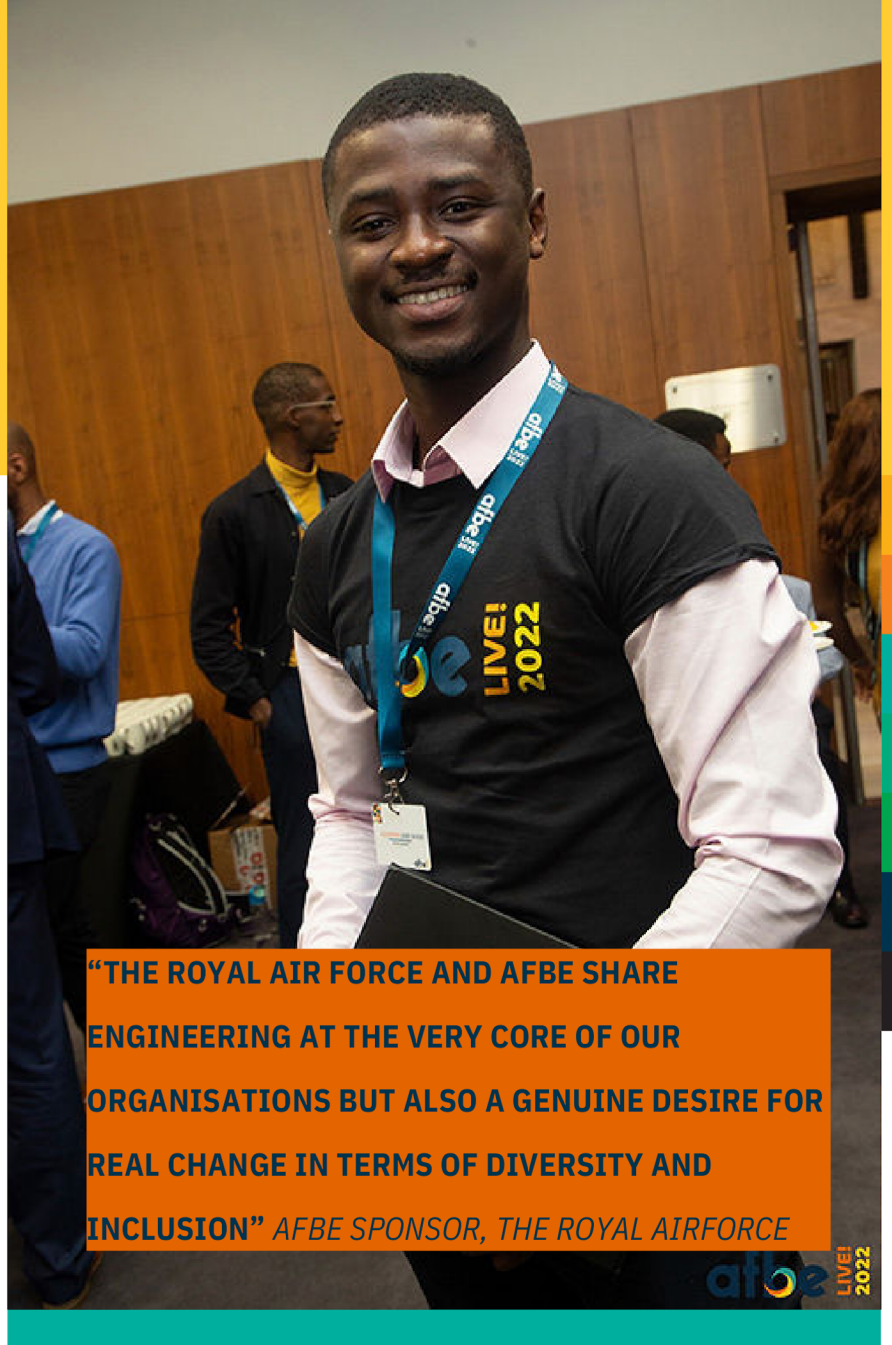
*Web link from AFBE's website to your organisation's main webpage or diversity webpage.

**Company banners are to be provided by the sponsor

Why Sponsor?

Your company can assist AFBE in our aim to support minoritised engineers throughout the UK. You will join AFBE in celebrating the great strides towards improving representation of minoritised people in engineering over the past 16 years.

Sponsorship is available. Each sponsorship package provides great benefits including company promotion both before and at the event, recruitment opportunities, and complimentary registrations.



“THE ROYAL AIR FORCE AND AFBE SHARE ENGINEERING AT THE VERY CORE OF OUR ORGANISATIONS BUT ALSO A GENUINE DESIRE FOR REAL CHANGE IN TERMS OF DIVERSITY AND INCLUSION” AFBE SPONSOR, THE ROYAL AIRFORCE

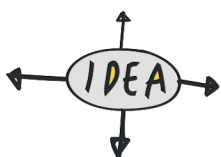


What Companies Will Gain:

ACCESS TO TOP DIVERSE EMPLOYEES, AND STRATEGIES TO IMPROVE DIVERSITY



BOOST THE SOCIAL MEDIA PRESENCE OF YOUR COMPANY TO DIVERSE AUDIENCES



EXCHANGE OF INNOVATIVE IDEAS FROM LEADING ENGINEERS FROM DIVERSE BACKGROUNDS

SPEAKING OPPORTUNITY AT THE CONFERENCE AND DIRECT QUOTATION IN PRESS RELEASES



OPPORTUNITY TO SIGN ONTO AFBE ENGINEERING INDEX



RECOGNITION AS A SUPPORTER OF UNDERREPRESENTED ENGINEERS IN THE UK

Additional sponsorship opportunities:

Corporate Table at Closing Banquet £2,000

Next Big Idea Sponsor £5,000

- Naming privileges for Opening Session of Next Big Idea competition (i.e. Opening Session Sponsored by ...)
- Speaking opportunity during conference (5 minutes)
- Advertisement on printed conference materials
- * Selection of the apparel item is at the discretion of AFBE

Refreshments Sponsor £3,500

- Advertisement on printed conference materials
- * Selection of the apparel item is at the discretion of AFBE
- Exhibition stand space allocation

Apparel Sponsor £2,000

- Company-sponsored conference apparel (lanyards, tote bags, shirts, etc.) given to each attendee at the conference
- Price quoted is assuming 600 tote bags/lanyards
- Selection of the apparel item is at the discretion of AFBE

Exhibition Stand £2,000

Social Media Sponsor £1,200

- Weekly posts of sponsor's logo and job board page link on AFBE social media for one (1) month before the conference
- Partnership promotion with AFBE one (1) month before the conference biweekly

In-Kind Donations

- Awards
- Printing
- Office supplies (pens, pencils, etc.)
- Conference apparel
- A/V equipment
- Recognition gifts and certificates

Sponsor Acceptance Form

Please complete this sponsorship form or email us at info@afbe.org.uk to receive an online version of the form

Company Name:	<input type="text"/>
Contact Name:	<input type="text"/>
Position:	<input type="text"/>
Address:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>

I would like to sponsor the event for the following category:

<input type="checkbox"/>	Diamond	<input type="checkbox"/>	Gold	<input type="checkbox"/>	Silver	<input type="checkbox"/>	Bronze
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I would like to sponsor the following add-on items:

<input type="checkbox"/>	Corporate table at closing banquet
<input type="checkbox"/>	Opening session
<input type="checkbox"/>	Apparel Sponsor
<input type="checkbox"/>	Next Big Idea competition sponsor
<input type="checkbox"/>	Social Media Sponsor

AFBE will issue an invoice on receipt of your sponsorship acceptance form.
Once completed, please send the form to info@afbe.org.uk
Secure Payments can be made online through our website at www.afbe.org.uk
Via BACs Association of Black Engineers UK (AFBE)
HSBC Bank Account Number: 32188252 Sort Code: 401505

Policies

General Policies

The deadline for submission of this fully completed form is 30 days prior to the event date. Payment in full for any sponsored item contained in the 2024 AFBE Conference Sponsorship Package must be received no later than 30 days prior to the event date. Otherwise, access to the AFBE 2024 Conference will not be permitted and/or fulfillment of all benefits cannot be promised if payment is received less than 30 days prior to the event date.

Within 30 days of the event date, there will be absolutely NO REFUNDS. A full invoice will be issued for sponsorship requested 30 days or more prior to the event date, except for registrations (Payment for registrations must be made online).

A 10% late fee will be added to any unpaid invoices falling within 30 days of the event date.

Troubleshooting

If you have an account but are not a corporate representative, you will not be able to register your attendees. If you are not linked to the organisation you desire, or if you do not have the ability to register attendees, contact the primary contact within your organization to gain access privileges. If that individual is inaccessible, you may contact an AFBE representative at info@afbe.org.uk.

Cancellation/Change/Refund Policy(subject to change)

All payments must be received no later than the 21st of March 2024

Invoices that remain unpaid after the 21st of March 2024, will be subject to having their associated sponsorship forfeited. ANY outstanding invoice(s) with AFBE after this date will prohibit entrance to the conference. Additional items purchased after 21st of March 2024, will require credit card payment only; no other form of payment will be honored after this date. There will be no invoicing after the 21st of February 2024.

A 10% late fee will be added to all payments made after 21st of March 2022. There will be a 25% Administrative Fee for any sponsorship cancellations after 21st of February 2024. This includes paid and unpaid invoices. There will be no refunds after 21st of March 2022

Certain sponsored events/items will require advance payment prior to 21st of January 2024. Such events/items include but are not limited to: Convention apparel, Sessions, and others. Please visit afbe.org.uk for up-to-date information.

Code of Conduct

General Policies

The Association for Black and Minority Ethnic Engineers -UK (AFBE) is privileged to partner with your organisation and is thankful for your sponsorship and your support of our mission. These partnerships take many different forms, almost all of which involve employees of the sponsor interacting in some way with AFBE and many of which involve employees of the sponsor interacting in some way with AFBE volunteers and members.

When it comes to AFBE volunteers, it our policy to maintain a workplace that is healthy and safe and free from harassment and other forms of discrimination based on race, color, religion, sex, national origin, age, disability, sexual orientation, and any other applicable legally protected category. Accordingly, AFBE has zero tolerance for harassment or any other form of discrimination or other inappropriate conduct.

When it comes to AFBE members, all members are subject to our Code of Conduct, which prohibits unacceptable personal conduct at any event, including, but not limited to, harassment of any kind, disorderly conduct, or blatant disregard of publicised rules and regulations. As such, AFBE insists that employees of partner organisations act in accord with the above standards.

We know that you share our values of embracing diversity and respect for the personal dignity of our volunteers and members.

As such, AFBE asks that you confirm the following:

1. You understand and agree that all members of your organisation who interact with AFBE volunteers and/or members will conduct themselves at all times professionally and refrain from any conduct or comments that are or could be construed as harassing, discriminatory, offensive, or inappropriate.
2. You will notify all members of your organization who will interact with AFBE employees and/or members of these standards.
3. You will notify all employees of your organization who will attend AFBE events that they are expected to act professionally at all times, including refraining from the excessive consumption of any alcohol and abiding by set rules and regulations of the society.

If any members of your organization violate any of the above rules, we reserve the right to communicate the matter to relevant points of contact within your organization, have them removed from an event and/or preclude them from any future involvement with AFBE. AFBE is committed to help attract, retain and develop a diverse workforce in the engineering sector and therefore ask its sponsors to pledge to:

- Analyse the underlying reasons for any race imbalance and/or pay gap in their organisation;
- Follow a strategic plan, including clear targets to deliver positive change;
- Be transparent with your staff and communicate on your progress.

Key Dates:

-21st January 2024- Last day to cancel sponsorships (besides those needing advance payment) without paying 25% admin fee
21st March 2024- No refunds after this date - 21st March 2024 - Deadline for Payments



Mailing Address

Association For Black and Minority Ethnic
Engineers (AFBE)
7 Bell Yard
London
WC2A 2JR
United Kingdom.

Email: info@afbe.org.uk
w w [w.af be.org.uk](http://w.afbe.org.uk)

