



CCiNZ

Contact Centre Institute of New Zealand

Sponsorship Overview

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Introduction

The Contact Centre Institute of New Zealand (CCiNZ) was established in early 2009 in response to the need for a transparent and coordinated national body to support, educate and engage professionals in the New Zealand Contact Centre Industry.

There has been a rise in recognition of the importance of a Contact Centre in achieving the strategic goals and objectives of the organisation. As a result, there is increasing demand for educational resources and development, quality performance guidance, technology advice and best practice models for operating contact centres.

CCiNZ is a not for profit member's association for the Contact Centre Industry and associated providers. It is an incorporated society with the express purpose to be a supportive, independent body and to meet the needs of its members.

The organisation actively develops and delivers a range of networking and professional development initiatives for all roles within the Contact Centre from Contact Centre Managers through to Customer Service Representatives and other industry professionals. Further, the annual CCiNZ Awards champions the development and sharing of best practice, as well as recognising industry excellence for key Contact Centre roles.

CCiNZ is focused on growing the number of members, sponsors and other partners to continually increase the number and quality of initiatives available to CCiNZ members.

Events

CCiNZ facilitates knowledge exchange, professional networking and development through a number of regular events for members and other participants in the Contact Centre Industry.

These events also provide an opportunity for CCiNZ's sponsorship partners to develop a one-to-one relationship with Contact Centre Industry professionals.

CCiNZ will work with sponsor partners to introduce new events and expand the type of events and locations offered to members.

Event content is targeted to a variety of roles across the Contact Centre environment and is designed to include both an education and a networking component. Sponsors may also have the opportunity to directly address attendees and provide information about the developments in their business and industry, depending on the sponsorship category.

Sponsorship Categories

Type	Name of event	Description	Frequency	Location
National	CCiNZ Conference	<p>The CCiNZ Conference is timed to occur with the annual CCiNZ Awards, which creates a full day out for professionals to focus on networking and professional development.</p> <p>Each year, the CCiNZ Conference focuses on a particular theme that is highly relevant to the Contact Centre Industry.</p> <p>The CCiNZ Conference is professionally facilitated and features speakers and workshop presenters from New Zealand and international organisations.</p> <p>Sponsors and industry vendors are providing a lively, marketplace-themed Exhibitor Hall to display product and service information, as well as network freely with conference participants. There is an expectation that information will be highly relevant, future-focused and interactive.</p>	Annual	Auckland

Regional	Breakfast/Lunch & After 5 events	<p>These events provide a relatively informal environment for workshops and presentations. The format includes a CCiNZ welcome address, educational presentation and networking to close. Refreshments are typically provided.</p> <p>From time-to-time CCiNZ will proactively organise these events, however they are an ideal vehicle for CCiNZ sponsors to programme in throughout the year to leverage their sponsorship investment and create opportunities for one-to-one communication with industry professionals.</p> <p>CCiNZ can facilitate event promotion, online event registration and registration on the day.</p>	Monthly except January	Regional
Nationally	Contact Centre Site Visits	<p>Site Visits are a very popular event type and always well attended, as they provide industry professionals with the opportunity to experience how other contact centres operate, develop new contacts and network with their peers.</p> <p>CCiNZ is very interested in partnering with Sponsors to hold Site Visits throughout New Zealand, especially where Sponsors have staff located who can provide assistance to open and close the Site Visit event.</p> <p>CCiNZ can facilitate event promotion, online event registration and registration on the day.</p>	As available	Nationally
Nationally	Forums	<p>Partner with industry leaders to design and deliver targeted forums for senior Contact Centre Managers, all levels of leadership, Work Force Professionals and Trainers.</p>	As available	Nationally
Nationally	Webinars	<p>Regular online webinars that provide opportunities for all CCiNZ members to attend training and information sessions.</p> <p>CCiNZ will assist Sponsors to identify topics through member engagement and promotion.</p>	Available dependant on Sponsorship category	Online

Communication

The Contact Centre Industry has more than 50,000 employees across a diverse range of companies within New Zealand. This includes frontline service, sales and technical support functions. Statistics New Zealand's latest data indicate that there are over 1,000 Manager and Leader positions, with another 3,000 people involved in training fields.

CCiNZ takes great pride in the important role that it plays in facilitating professional networking and development. CCiNZ has invested in the communication channels utilised to communicate with members and enable online interaction between members and the wider industry:

- Online Members Section
- Regular blogs and articles
- eNewsletter and events emails
- Database segmentation for targeted communications
- Social Media (Facebook, LinkedIn and Twitter)
- Events
- CCiNZ Awards feedback process

Sponsorship Opportunities

CCiNZ offers the following sponsorship opportunities for partners to develop brand recognition within the New Zealand Contact Centre Industry and access members through the established communication channels.

Annual plans are developed with sponsorship partners to ensure that mutual objectives are achieved throughout the sponsorship period.

Benefit	Platinum	Gold	Silver	Bronze	Situations Vacant	One Off	Award
Current Opportunity	One	Two	Two	Three	One	Unlimited	One
Length of benefit	12 months	12 months	12 months	12 months	12 months	Event Specific	one off
CCiNZ Corporate Membership	Yes (5 members)	Yes (5 members)	Yes (5 members)	N/A	N/A	N/A	Yes (5 members)
CCiNZ Individual Membership	N/A	N/A	N/A	One	One	N/A	N/A
Logo placement on all advertising events nationally	Yes	Yes	Yes	Yes	Yes	Negotiable	No
Logo placement and URL link on website	Yes	Yes	Yes	Yes	Yes (+ Sits Vacant Page)	Specific event only	No
Branding of an Award Category	Yes	Yes	Yes	No	No	No	Yes
Tickets to awards dinner	10 seats	8 seats	5 seats	2 seats	4 seats	Negotiable	2 seats
Tickets to regional events	5	3	2	1	1	Negotiable	0

... table contd.

Benefit	Platinum	Gold	Silver	Bronze	Situations Vacant	One Off	Award
Committee Attendance * not compulsory	Yes *	Yes *	Yes *	No	No	No	No
Banner Position in Newsletter	Yes – bottom	Yes – bottom	Yes – bottom	Yes – bottom	Yes – bottom	No	No
Allocation of a speaking role at an event	Yes (at Conference and one other event)	1 Regional Event	1 Regional Event	No	No	Specific event only	No
Web listing on Vendors Directory	Yes	Yes	Yes	Yes	Yes	Yes	No
Ability to use CCI NZ logo and Sponsor status highlighting partnership	Yes	Yes	Yes	Yes	Yes	Yes	Yes
One Free Exhibition space at Conference	Yes	Yes	Yes	Yes	Yes	Negotiable	25% discount

It is important to note the following:

- Sponsors have the first right of refusal for renewal of sponsorship status. The deadline is 90 days before the expiry of existing sponsorship.

Advertising Opportunities

CCiNZ welcomes advertising that adds value to CCiNZ members and has coordinated communication channels that work in unison to deliver advertising value.

We want to share your published articles with our readers so we encourage you to send these through to us so we can publish these in our members only section.

See www.ccinz.org.nz for our Advertising Rate Card.

There are also some examples of how you can utilise CCiNZ's advertising channels to deliver a comprehensive advertising campaign. You can request these specific campaigns or you can design your own from the Advertising Rate Card.

Contacts

If you are interested in exploring any opportunities identified above, please contact one of the following CCI NZ Executive committee members.

CCI NZ is open to any discussion and will provide individual agreements to formalise the arrangement.

Contact	Role	Contact Details
CCI NZ Committee	Committee member	0508 422 469
Haig Davidson	Chairman	021 626 650
CCI NZ	Administration	info@ccinz.org.nz