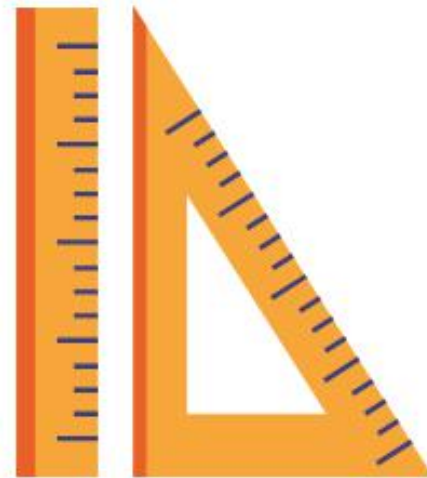




ANNUAL CONFERENCE

4 FEBRUARY 2026

RIGHTSIZE . REFOCUS . REBUILD



NEW DATE!

PARTNERSHIP BROCHURE

WEDNESDAY 4 FEBRUARY 2026

10:00 - 16:30

FOLLOWED BY

DRINKS RECEPTION 16:30-17:30

WOBURN HOUSE, LONDON

Book now



www.sums.ac.uk



BENEFITS OF PARTNERING WITH US



Access high-quality leads

Optimise your sales strategy, boost conversion rates, and enable targeted marketing by generating high-quality leads, while also receiving a GDPR-compliant delegate list after the event.

Raise your profile

With over 150 combined group members, representing 50% of FTE staff and students, our exhibitor package provides targeted engagement opportunities to build relationships, raise your profile, and generate leads in the UK HE sector.

Showcase your expertise

Demonstrate to the market how partnering with you can address their challenges and enhance industry influence through exhibition, networking, and thought leadership opportunities.

Expand your reach

With **1000+ connections** in our network, an average of **6k monthly website views** and **12k+ monthly impressions** across our social media, we can help ensure your messages reach the right audience at the right time.

Connect with decision makers

Gain access to SUMS' network of senior leaders and decision-makers from UK universities. Our membership includes diverse institutions, from teaching-focused to prestigious research-intensive universities, sharing best practices to benefit the sector.

Trusted partner

SUMS Consulting is part of the Southern Universities Management Services (SUMS) which also includes the Southern Universities Procurement Consortium (SUPC). Unlike other consultancies in the market, as a not-for-profit and charity, **we are part of the sector that we are here to support.**

Book now

OUR CONFERENCE FOCUS

UK higher education is in crisis, with widespread redundancies and restructures across the sector. Rising costs, poor systems integration, and often overcomplicated academic models have left universities struggling, especially with declining international student income. While the government urges efficiency, many institutions remain trapped in a spiral of short-term fixes rather than pursuing genuine transformation.

You can't just cut your way to strategic success. Long-term success depends on aligning institutional ambitions with financial realities and strategic goals. Real change requires understanding the academic portfolio's financial viability, aligning offerings with market demand, and exploring third-stream income. Institutions must rethink their models, simplify their structures, and embrace shared services and mergers where they will deliver long-term efficiencies. The call is to 'think bigger'—collaborate, consolidate, and create institutions fit for future demand, not just survive current pressures.

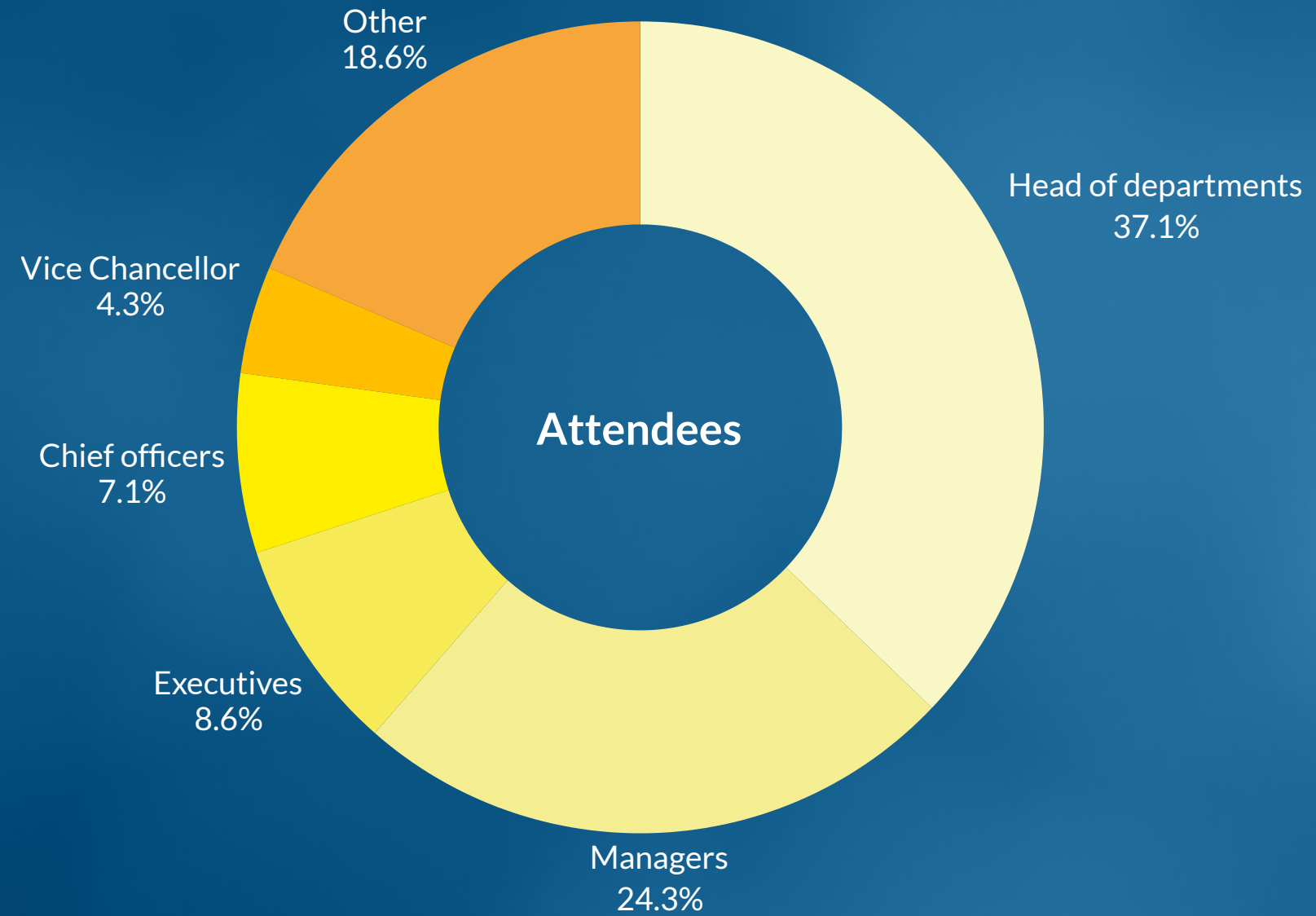
Join us for this year's SUMS Consulting Annual Conference as we invite delegates to explore alternative futures and consider how we **rightsize, refocus and rebuild** not just our own institutions, but the UK HE sector as a whole.

Book now 



RIGHT PLACE, RIGHT TIME

(AND THE RIGHT PEOPLE!)



Our core audience at the conference will include*:

- Chief Procurement and Contracts Officer
- Chief Operating Officer
- Director of Finance & Strategic Planning
- Executive Director
- Head of Group Procurement
- Head of Procurement
- Head of Continuous Improvement
- Head of Planning
- Pro-Vice Chancellor
- Vice Chancellor

*These are job titles from delegates who attended our 2024 conference

Book now 



YOUR OPPORTUNITIES



Book now 

Headline Partner
£9500 + VAT

 LEARN MORE



Book now 

Drinks Reception Partner
£4500 + VAT

 LEARN MORE

HEADLINE PARTNERSHIP PACKAGE

£9500 + VAT

1 OPPORTUNITY AVAILABLE

Book now 

What's included?

- ✓ Exclusive headline partner status
- ✓ Partnership will be referenced in all marketing and communications sent to our members and clients. Introduction by SUMS Chief Executive in the official conference welcome/opening
- ✓ 5-minute talk/short promotional video as part of our agenda to showcase your services
- ✓ Company logo exclusively used to brand all delegate name badges.
- ✓ Stage branding in main plenary space. Company logo projected either side of the main stage on screens provided by the venue
- ✓ A branded advertisement image on main plenary screen during breaks (as part of a multi-image rolling advertisement)
- ✓ 4 exhibitor passes with access to conference sessions. Refreshments and lunch provided
- ✓ A 2-page spotlight in our new digital conference e-programme. Your content, your design, including images, links, and QR codes to drive traffic and engagement
- ✓ Enjoy over 12 months of visibility as Headline Partner on the SUMS Consulting website with your logo, company description, website link, and optional video - live from the moment you book
- ✓ Take part in a facilitated networking workshop to connect with attendees, share insights, and position your organisation as a thought leader
- ✓ Maximise your exposure with new, longer break times built into the schedule to maximise conversations and relationship building with delegates
- ✓ Partner with us for a webinar (open to both SUMS Consulting and SUPC members) within the 6 months following the conference
- ✓ Promotion of headline partner status in our monthly e-bulletin in the build up to the conference and conference email communications
- ✓ Share 4 branded social media posts of your own design on SUMS Consulting LinkedIn channel to promote your company to over 3000 followers, in addition to LinkedIn promotion as part of our conference campaign
- ✓ Exhibition space (worth £4000) for you to promote your services. Positioned in catering/break out room 4m x 1.5m space includes table(s), chairs, access to power and free Wi-Fi. Space for an impressive and interactive stand to showcase your brand to attendees
- ✓ A GDPR-compliant contact list for all attendees who consent to share details with suppliers



DRINKS RECEPTION SPONSOR PACKAGE

£4500 + VAT

1 OPPORTUNITY AVAILABLE

Book now 

What's included?

- ✓ Exclusive drinks reception partner status with partnership will be referenced in all marketing and communications sent to our members and clients
- ✓ 5-minute talk/short promotional video at the start of the drinks reception at 16:30 to showcase your services
- ✓ Exhibition space (worth £3000) 3m x 1.5m space includes table, x3 chairs, access to power and free Wi-Fi, 3 x exhibitor passes with refreshments and lunch provided
- ✓ Space to display 2 branded pop-up banners in the main area during the drinks reception. (Banners to be provided by sponsor)
- ✓ A 1-page spotlight in our new digital conference e-programme. Your content, your design, including images, links, and QR codes to drive traffic and engagement
- ✓ Enjoy over 12 months of visibility as Drinks Reception Partner on the SUMS Consulting website with your logo, company description, website link, and optional video - live from the moment you book
- ✓ Take part in a facilitated networking workshop to connect with attendees, share insights, and position your organisation as a thought leader
- ✓ Longer break times built into the schedule to maximise conversations and relationship building with delegates
- ✓ Promotion of drinks reception sponsor status in our monthly e-bulletin in the build up to the conference and conference email communications
- ✓ A GDPR-compliant contact list for all attendees who consent to share details with suppliers.



WHAT NEXT?

If you are interested in booking either our Headline Partner package or our Drinks Reception Partner package at the SUMS Consulting Annual Conference please show your interest by clicking the 'book now' button below so that you don't miss out on these fantastic opportunities!

Book now 

You can also contact our SUMS Events and Marketing Team at marketing@sums.ac.uk or on 0118 228 4020

