

# DELIVERING TOMORROW'S IDEAS TODAY



2013

[WWW.THINKERS50.COM](http://WWW.THINKERS50.COM)

# THE ORIGINAL & DEFINITIVE GLOBAL RANKING OF MANAGEMENT THINKERS

On Monday 11 November 2013, the new Thinkers50 will be announced – celebrating the best and brightest management thinkers in the world.

The Awards – the culmination of a two-year Thinkers50 campaign to identify the very best new management thinking – will follow a day-long conference featuring some of the world's most exciting and insightful management minds.

Created in 2001 by Stuart Crainer and Des Dearlove, the Thinkers50 has been widely admired as the world's definitive ranking of top business thinkers. Over the past 10 years, the list has been published biennially in conjunction with some of the media's most influential titles including: the *Harvard Business Review*, *The (London) Times*, *Forbes.com*, *The Times of India* and *Forbes of India* and has gained global media coverage in numerous other titles from *The Independent* to *The Wall Street Journal*.

The Awards dinner and conference will feature around 600 delegates representing leaders in business, academia, media and publishing.

The Thinkers50 invites you to position your brand at the forefront of management thinking by becoming one of an elite selection of sponsors for this unique initiative. Sponsorship provides an excellent opportunity to gain exposure to international thought leaders and business leaders, as well as benefit from the significant global media exposure attracted by the Thinkers50 list.

If you would like to discuss sponsorship opportunities at the 2013 Thinkers50 please contact Tina Schneidermann:

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"I never would have imagined I would merit an award like this. I am so honoured and so grateful."

CLAY CHRISTENSEN  
THINKERS50 2011 WINNER

10  
YEARS+

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP

**PLATINUM SPONSORSHIP:**  
Maximum 5 available

**PACKAGE PRICE:**  
£50,000 (plus VAT)

As one of five Thinkers50 Platinum Sponsors, you will receive maximum exposure as an overall sponsor of the ranking, website, awards dinner and conference.

The Platinum Sponsorship covers all Thinkers50 activities from 2012 to January 2014, and includes:

- Overall sponsorship of the ranking and awards
- Exclusive sponsorship of one of the Thinkers50 awards
- On stage presentation of award
- Prominent branding on the Thinkers50 website, literature and stage sets
- Signage and on screen (website and events)
- Front page branding on marketing materials
- Prominent branding on all advertisements
- Front page exposure on Thinkers50 website
- Full page advert in delegate pack
- Premium exhibition space for the duration of events
- Discounted event pricing for clients/partners
- Literature distribution in conference bag
- Recognition by Event Chairman and Awards Host
- Exclusive access to Thinkers50 Events
- Special rates on speaking engagements booked through the Thinkers50
- Special deals on licensing exclusive Thinkers50 content, including video interviews with thinkers.

## AWARD SPONSORS

**AWARD SPONSORS:**  
8 available

**PACKAGE PRICE:**  
£20,000

This package offers the opportunity to have exclusive sponsorship of one of the Thinkers50 awards. Entitlements:

- Exclusive sponsorship of award
- On stage presentation of award
- Branding on event literature, signage and on screen
- Branding on marketing materials
- Exposure on event website, Thinkers50 website
- Half page advert in delegate pack
- 10 full event tickets
- Exhibition space for the duration of the event
- Discounted event pricing for clients/partners
- Literature distribution in conference bag.

The Thinkers50 Awards are awarded for innovation, strategy, leadership, breakthrough idea, global village, upcoming thinker, social enterprise and best book.

Previous sponsors of the awards include Fujitsu, Tuck Business School, DDI and the Open University.



### THINKERS50.COM

IN NOVEMBER 2011 (THE MONTH OF THE AWARD), THINKERS50.COM ATTRACTED 48,000+ VISITORS, AND THROUGHOUT THE YEAR THE SITE ATTRACTED MORE THAN 15,000 A MONTH.



▶  
WATCH  
INTERVIEW

# SPONSORSHIP OPPORTUNITIES

## @THINKERS50 SPONSORS

@THINKERS50 SPONSORS:  
4 available

PACKAGE PRICE:  
£15,000

A small group of sponsors will have @Thinkers50 lounges at the November 2012 event. This will allow them to showcase their own leading thinkers.

## THINKERS50 RADAR SPONSOR

THINKERS50 RADAR SPONSOR:  
1 available

PACKAGE PRICE:  
£30,000

The Thinkers50 Radar identifies the management thinkers of the future. From its inception in 2003, it has become one of the most popular elements of the Thinkers50, shining a spotlight on the very best up-and-coming thinkers and garnering widespread media attention.

### Package includes:

- ▶ Exclusive branding on Thinkers50 Radar on Thinkers50 website
- ▶ Prominent branding on all Thinkers50 Radar promotional material
- ▶ Exclusive sponsorship of Future Thinker award
- ▶ On stage presentation of the Future Thinker award
- ▶ Branding on event literature, signage and on screen
- ▶ Branding on marketing materials
- ▶ Half page advert in delegate pack
- ▶ 10 full event tickets
- ▶ Exhibition space for the duration of the event
- ▶ Discounted event pricing for clients/partners
- ▶ Literature distribution in conference bag.

## THINKERS50 VIDEO SPONSOR

PACKAGE PRICE:  
£3,000 per interview  
or £30,000 per year.

A series of exclusive interviews with the world's leading management thinkers filmed in the Thinkers50 studio and hosted by Thinkers50 creators Des Dearlove and Stuart Crainer. The Thinkers50 interviews offer a unique format to see the world's top management experts in action. Interviewees include many of the top 50, including number one ranked Clayton Christensen from Harvard Business School.

Sponsorship packages are available for one or more themed interviews (leadership or innovation, for example), or exclusively for the entire series (package details on request).

### Sponsorship benefits:

- ▶ Exclusive branding at the start of interviews
- ▶ License to use interview material for internal promotion, training and development (external use by arrangement)
- ▶ Opportunity to shape a question for the thinker.

## THINKERS50 LIMITED EDITION BOOK

PACKAGE PRICE:  
On request

To mark the 2013 Thinkers50, a limited edition high quality book is being commissioned.

### The sponsorship package includes:

- ▶ Exclusive on cover branding
- ▶ Books available at a 50% discount
- ▶ Exhibition space for the duration of the event
- ▶ Discounted event pricing for clients/partners
- ▶ Literature distribution in conference bag
- ▶ There are also a limited number of opportunities to advertise in the book.



"The Thinkers50 is now established as the definitive ranking of global thought leaders. The 2011 event to announce the list of top 50 thinkers and celebrate their achievement was a fantastic event and it wouldn't be an exaggeration to call it the Oscars for ideas."

COSTAS MARKIDES  
LONDON BUSINESS SCHOOL

# SPONSORSHIP OPPORTUNITIES

## THINKERS50 MEDIA SPONSORS

**MEDIA SPONSORS PACKAGE:**  
Available on request

The Thinkers50 is a unique media event. With each ranking, the impact and reach of the Thinkers50 has increased. The Media Sponsor for the 2011 ranking was the *Harvard Business Review*. Previous Thinkers50 media sponsors have included *The Times (London)*, and *FTDynamo.com* in Europe; and *Forbes India* and the *Times of India*.

**The media sponsor receives:**

- Exclusive first publishing rights on the new ranking
- On stage presentation of award
- Prominent branding on the Thinkers50 website, literature and stage sets
- Signage and on screen (website and events)
- Front page branding on marketing materials

- Prominent branding on all advertisements
- Front page exposure on Thinkers50 website
- Full page advert in delegate pack
- 20 tickets for all T50 events
- Premium exhibition space for the duration of events
- Discounted event pricing for clients/partners
- Literature distribution in conference bag
- Recognition by Event Chairman and Awards Host
- Exclusive access to T50 Events.

## THINKERS50 AFFILIATES

**THINKERS50 AFFILIATES:**

Places restricted to one per country or territory

**PACKAGE PRICE:**  
On request

The Thinkers50 Affiliates programme allows companies in overseas territories to be part of the Thinkers50 event remotely.

**The package includes:**

- License to show T50 webcast live
- Access to T50 promotional materials, including video interview
- Use of T50 brand and logo to promote the event
- Opportunity to build ongoing relationship with the Thinkers50.

## THINKERS50 TECHNOLOGY SPONSOR

**TECHNOLOGY SPONSOR:**  
One available

**PACKAGE PRICE:**  
On request

This package offers exclusive sponsorship of all live video links during the event.

**Entitlements:**

- Exclusive on screen branding during video links
- Branding on event literature, signage and on screen

- Branding on marketing materials
- Exposure on event website, Thinkers50 website and
- Half page advert in delegate pack
- Five full event tickets
- Exhibition space for the duration of the event
- Discounted event pricing for clients/partners
- Literature distribution in conference bag.

## T50 OFFICIAL TRAVEL SPONSOR

The Thinkers50 Awards attract the world's leading management thinkers and executives from all over the globe. In 2011, many of those nominated chose to travel to London to attend the event. There is an opportunity for an airline or travel company to be the official Thinkers50 travel sponsor.



"Having featured on the Thinkers50 ranking and as the recipient of the Breakthrough Idea Award in 2011, I know how much impact the Thinkers50 has. It is the global barometer of the best management thinking. I am already looking forward to the ideas and thinkers who will feature in 2013."

VIJAY GOVINDARAJAN



# AWARD CATEGORIES

## THINKERS50 WINNERS AWARD

Following in the footsteps of Peter Drucker (2001 and 2003); Michael Porter, (2005); CK Prahalad (2007 & 2009); and Clayton Christensen (2011) this is the person selected as the world's foremost management thinker. The winner will be the thinker who has helped change the way we think about management globally.

## THE INNOVATION AWARD

This award will recognise the management thinker who has reshaped the way we think about and practice innovation. They will be awarded for insight and ideas which have allowed us to advance our competitiveness or ability to solve problems.

## THE CK PRAHALAD BREAKTHROUGH IDEA AWARD

The Breakthrough Idea award will be given to the thinker whose idea has shaken the world up over the last two years. We are looking for fresh ideas which have practically and inspirationally challenged managers to change their worlds.

## THE STRATEGY AWARD

The Strategy Award will honour the thinker who we believe has the ability to see the world in a new light and figure a way through the competitive complexity.

## THE LEADERSHIP AWARD

The Leadership Award will be given to the thinker who has contributed most significantly to our understanding of leadership over the last two years.

## THE GLOBAL VILLAGE AWARD

In an ever changing global landscape, this award will recognise the thinker who has contributed most to our understanding of globalisation and the new frontiers of the emerging markets.

## THE FUTURE THINKER AWARD

The Future Thinker award will identify the new thinker who has emerged over the last two years with the potential to change the world of theory and practice.

## THE SOCIAL ENTERPRISE AWARD

Social enterprise is fast growing. To celebrate its increasing importance in 2013 we will inaugurate a new award celebrating the most creative and best managed social enterprise.

## THE THINKERS50 BOOK AWARD

The Thinkers50 Book Award will be given to the thinker whose business book has made the most significant contribution to management thinking over the last two years.

## THE LIFETIME ACHIEVEMENT AWARD

This award is given to a management thinker whose work has had a substantial and sustained impact on managers and organisations.

"The 2011 launch of the Thinkers50 was a triumph and established it as the definitive brand in thought leadership."

LIZ MELLON  
DUKE CE



# ABOUT THE THINKERS50

The Thinkers50 was created by Des Dearlove and Stuart Crainer ([www.crainderdearlove.com](http://www.crainderdearlove.com)). They have been business commentators for more than twenty years and have worked with some of the world's greatest business thinkers.

The original Thinkers50 ranking was published in 2001 and was sponsored by FTDynamo. It was the first global ranking of management thinkers and has been published every two years since.

With each ranking the impact and reach of the Thinkers50 has increased. The 2011 ranking was announced at the Thinkers50 Event in London with simultaneous media announcement in the *Harvard Business Review*.

The Thinkers50 receives extensive media attention worldwide. It has made the front page of national newspapers – *The Independent* in the UK and *The Times of India* in 2007 – as well as being featured in an array of other publications. In 2011 the Thinkers50 was featured in publications in more than 20 countries, including the *Harvard Business Review*, *Forbes*, *Forbes of India*, *The Times* and the *Wall Street Journal*.

For more information see [www.thinkers50.com](http://www.thinkers50.com).

# PREVIOUS WINNERS OF THE THINKERS50

## 2011 WINNER

Clayton Christensen

## 2011 RUNNER UP

Chan W. Kim and Renee Mauborgne

## 2009 WINNER

CK Prahalad

## 2009 RUNNER UP

Malcolm Gladwell

## 2007 WINNER

CK Prahalad

## 2007 RUNNER UP

Bill Gates

## 2005 WINNER

Michael Porter

## 2005 RUNNER UP

Bill Gates

## 2003 WINNER

Peter Drucker

## 2003 RUNNER UP

Michael Porter

## 2001 WINNER

Peter Drucker

## 2001 RUNNER UP

Charles Handy



# CHOOSING THE THINKERS50

The basis of the awards is online voting through the Thinkers50 website [www.thinkers50.com](http://www.thinkers50.com). The votes are discussed by the Thinkers50 panel of experts to produce the Thinkers50 list and the additional awards. In 2011 there were more than 10,000 votes.

In gauging the contribution of the thinkers, the Thinkers50 has ten established criteria:

1. Originality of ideas
2. Practicality of ideas
3. Presentation style
4. Written communication
5. Loyalty of followers
6. Business sense
7. International outlook
8. Rigor of research
9. Rigour of ideas
10. The power to inspire

## ADVISERS:

The Thinkers50 group of advisers is chaired by the Thinkers50 founders, Des Dearlove and Stuart Crainer and will include a selection of experts including business editors, HR directors, journalists and business school deans.

In 2011 the group of advisers included:

- ▶ Mohi Ahmed, Director, Brand Office, Fujitsu, Tokyo
- ▶ Mary Glenn, Associate Publisher, Business & Finance, McGraw Hill, New York
- ▶ Santiago Iñiguez, Dean, IE Business School, Madrid

- ▶ Mark Jenkins, Director of Research, Cranfield School of Management, Cranfield
- ▶ Kevin Kelly, CEO, Heidrick and Struggles, Chicago
- ▶ Robert Kovach, Director, Executive Leadership Viability Center, Cisco Systems, London
- ▶ Ali Qassim J Al Lawati, Department of Economic Development, Abu Dhabi
- ▶ Josh Macht, Group Publisher, Harvard Business Review Group, Boston
- ▶ Steve Mostyn, Associate Fellow, Saïd Business School, Oxford
- ▶ Annmarie Neal, Chief Talent Officer, Cisco Systems, Colorado
- ▶ Richard Stagg, Editorial Director, Financial Times Prentice Hall, London

# PAST SPONSORS & PARTNERS

## PAST SPONSORS:

- DDI
- FUJITSU
- THE OPEN UNIVERSITY
- EFMD
- HARVARD BUSINESS REVIEW
- FTDYNAMO
- MCGRAW HILL
- BLOOMSBURY PUBLISHING
- TUCK BUSINESS SCHOOL AT DARTMOUTH



"The world of business and leadership is constantly evolving, and with it, the thinking that influences it. With the Future Thinker Award, the Thinkers50 has demonstrated it has a valuable role to play in identifying the next wave of people influencing thinking in business, leadership, and management."

LUCY P MARCUS  
CEO MARCUS VENTURE CONSULTING



## CONTACT US

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