



Industry Partner
Information and Application

Introduction

The Business Continuity Institute was founded in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners.

Many organisations, however, feel they would like to contribute more to the BCI but, as the BCI is an institute of individuals, it is often difficult to incorporate the capabilities of these companies within the ethos of a professional institute.

The BCI Board believe that now is the right time to work in partnership with these organisations to further raise the profile of BCM and to ensure that corporate excellence in BCM is adopted more widely throughout the public, private and not-for-profit sectors.

The BCI Board have, therefore, taken a decision to launch a new stand alone association – The BCI Partnership - enabling organisations to work with the BCI to deliver the overall BCI mission of:

Promoting the art and science of business continuity management worldwide

The BCI Partnership is a not for profit association and is a wholly owned subsidiary of the Business Continuity Institute. Surpluses generated by the Partnership will be retained by the Partnership to fund future activities.

Partnership Aims

The aims of the BCI Partnership are to raise the profile of business continuity management (BCM) as a discipline and to promote corporate excellence in the delivery of BCM.

To achieve these aims the BCI Partnership will undertake to:

- Engage in awareness raising campaigns using communications specialists
- Carry out industry research to better understand how BCM is used
- Hold Workshops and events to share knowledge
- Publish awareness raising papers and documents
- Run high profile Business Continuity Awareness Weeks
- Lobby government and high profile business organisations

The BCI Partnership will offer two types of Partnership:

Industry Partners and Corporate Partners

Industry Partners within the BCI Partnership are likely to be those companies that make or deliver BCM products and services and who wish to have an opportunity to network with existing and potential clients and to showcase their products and services.

Corporate partners are organisations that practice BCM and aim to achieve the highest standards of BCM practice by appointing qualified BCM practitioners and/or Consultants where possible and/or encouraging existing staff to become certified.

Industry Partner Packages

Industry Partners within the BCI Partnership will have the following opportunities to present their products and services to members of the Business Continuity Institute and to contacts within the BCI Partnership. These marketing opportunities are in addition to the Corporate Partner Package which can be found below.

Partnership Feature	Gold Partner	Silver Partner	Bronze Partner
	£6000 per annum	£3000 per annum	£1500 per annum
Advertising in Continuity magazine Relaunched in October 2007 as a magazine focussing on BCM in a business environment. A digital version is also planned	One free full page advertisement each year (rate card value is £1850) Plus 10% rate card discount for all other advertisements	10% rate card discount on advertisements	5% rate card discount on advertisements
Showcase page on BCI website	Opportunity to showcase products and services with links to Partner website	Opportunity to showcase products and services with links to Partner website	Opportunity to showcase products and services with links to Partner website
Web advertising buttons on BCI website	3 web buttons available (rate card value £350 each = £1050)	2 web buttons available (rate card value £350 each = £700)	1 web button available (rate card value £350)
BCI Events – exclusive exhibition or sponsorship opportunities BCI Workshops and other events – only BCI Industry Partners will be invited to participate	Example costs: BCI Workshops: table top exhibition and 2 delegate places £950;	Example costs: BCI Workshops: table top exhibition and 2 delegate places £950;	Example costs: BCI Workshops: table top exhibition and 2 delegate places £950;
Use of BCI Logo Demonstrating to clients that the organisation is supporting the aims and objectives of the Business Continuity Institute and the BCI Partnership.	Will be provided stating level of Partnership	Will be provided stating level of Partnership	Will be provided stating level of Partnership

BCI Symposium Exhibiting and marketing opportunities available exclusively to Industry Partners	Free insert in delegate packs Other exhibiting and sponsorship options available	50% discount on cost of inserting in delegate packs Other exhibiting and sponsorship options available	Opportunity to insert in delegate packs Other exhibiting and sponsorship options available
Development of other BCI Products and Services	The BCI will work with Industry Partners to develop a range of other promotional opportunities including: <ul style="list-style-type: none"> • Supplier Directory • Roadshows/Events • Codes of Practice • Press Release facility 	The BCI will work with Industry Partners to develop a range of other promotional opportunities including: <ul style="list-style-type: none"> • Supplier Directory • Roadshows/Events • Codes of Practice • Press Release facility 	The BCI will work with Industry Partners to develop a range of other promotional opportunities including: <ul style="list-style-type: none"> • Supplier Directory • Roadshows/Events • Codes of Practice • Press Release facility

Corporate Partner Features – these also form part of the Industry Partner Package

Partnership Feature	Gold Partner	Silver Partner	Bronze Partner
Partnership Key Contact	One per site/location	One per organisation	One per organisation
Named Contacts	Unlimited – each with unique contact details	Unlimited – each with unique contact details	Unlimited – each with unique contact details
Key Account Manager Appointed by the BCI to advise on certification and development of organisation staff	Annual meeting with Key Account Manager	Email advise available	Email advise available
Access to Research reports A key stated aim of the BCI Partnership is to conduct industry research on: perceptions and understanding of BCM; how it is implemented and latest trends.	Full copies of generic reports Invitation to participate in syndicated projects	Executive summaries	Executive summaries

Continuity magazine Relaunched in October 2007 as a magazine focussing on BCM in a business environment. A digital version is also planned	Circulated to all Key and Named Contacts Additional copies available on request	Circulated to all Key and Named Contacts	Circulated to all Key and Named Contacts
BCI Symposium The annual BCI Symposium is the key networking/learning event in the BCM calendar	One free place and BCI member discount rates for up to 4 Named Contacts	BCI member discount rates for up to 4 Named Contacts	BCI member discount rates for up to 2 Named Contacts
BCI Forums Local Forums are run at "grass roots" level by the members for the members	Access for all Named Contacts	Access for all Named Contacts	Access for all Named Contacts
BCI Workshops A series of one-day Workshops are in production which will provide: <ul style="list-style-type: none"> • Access to top-level expertise and shared experiences; • Networking and; • Published outcomes 	One free place at up to 2 events per year BCI member discount rates for all Named Contacts First time attendees will become Named Contacts	BCI member discount rates for all Named Contacts First time attendees will become Named Contacts	BCI member discount rates for all Named Contacts First time attendees will become Named Contacts
Special Interest Groups (SIGs) Virtual groups accessed via the BCI website –topic and sector based. Sharing advice and experience. Workshops may develop from some SIGs as will published outcomes	Access to discussion groups for all employees. Those who register to participate will become Named Contacts. Access to published outcome for all Named Contacts	Access to discussion groups for all employees. Those who register to participate will become Named Contacts. Access to published outcome for all Named Contacts	Access to discussion groups for all employees. Those who register to participate will become Named Contacts. Access to published outcome for all Named Contacts
BCI Products and Services The BCI has a suite of products and services in development many of which are available to BCI members at a discount	Member discounts available	Member discounts available	Member discounts available

Member discounts The BCI, on behalf of members, negotiates discounts on third party events, conferences, training and products	Discounts available to Named Contacts	Discounts available to Named Contacts	Discounts available to Named Contacts
BCI ENewsletter Regular ENewsletter sent to BCI members advising on latest news, developments and discounts	Sent to all Named Contacts	Sent to all Named Contacts	Sent to all Named Contacts
Publishing Opportunities to submit articles and White Papers for publishing on the BCI website and in Continuity	Accepted from all employees	Accepted from all employees	Accepted from all employees
BCI Congresses The BCI plan to develop a series of High Level Congresses looking at latest trends as BCM matures	Exclusively available to BCI members and BCI Partner Key and Named Contacts	Exclusively available to BCI members and BCI Partner Key and Named Contacts	Exclusively available to BCI members and BCI Partner Key and Named Contacts

APPLICATION FORM FOR INDUSTRY PARTNERSHIP OF



I wish to apply on behalf of (insert organisation name) as an Industry Partner of the BCI Partnership.

Contact Details for Key Contact	
Full Name	
Title	Mr, Mrs, Ms, Miss, Dr (delete as appropriate)
Position in Organisation	
Telephone Number	
Mobile/Cell Number	
Email Address	
Organisation details	
Organisation Name	
Organisation Address	
Telephone Number - switchboard	
Fax Number	
Primary Products and Services Offered	

We wish to take:

- Gold Status at £6000 per annum
- Silver Status at £3000 per annum
- Bronze Status at £1500 per annum

APPLICATION FORM FOR INDUSTRY PARTNERSHIP OF



Annual subscriptions run on an anniversary basis ie those organisations joining in October would be due for renewal the following September.

Please give information on where the invoice should be sent:

Contact Details for Invoicing	
Full Name	
Title	Mr, Mrs, Ms, Miss, Dr (delete as appropriate)
Position in Organisation	
Telephone Number	
Email Address	
Address details	
Organisation Name	
Organisation Address	
Purchase Order Number	
PO Number (if appropriate)	

Upon receipt of payment the BCI will contact the Key Contact to set up Named Contacts and discuss marketing opportunities.

Please send this completed application form to:

The BCI Partnership
10 Southview Park
Marsack Street
Caversham
Berkshire
RG4 5AF
UK

Fax: + 44 (0)870 603 8761
Email: partnership@thebci.org