



THE BIG GAME

2026

— GROUNDED —

Partnership Prospectus

Thursday 15 October 2026

Tottenham Hotspur Stadium, London

VIRTUAL BROADCAST · 11:00 ET / 16:00 BST

Event Overview

Join us as a partner at The Big Game 2026, Central's flagship event for UK and European frontline operations leaders, now in its third year, and this year broadcast globally. In 2024 we looked at the emergence of AI. In 2025 we asked how leaders navigate change. In 2026 the conversation shifts again: the technology is no longer new, the boardroom pressure is real, and most organisations are still waiting to see meaningful return.

Most AI events live up in the clouds, full of vision and short on practicality. Ours does the opposite. We bring the conversation down to the ground, where the work happens and where AI earns its place. For one day at Tottenham Hotspur Stadium, we set the abstract aside and find common ground between the people shaping AI strategy and the people living with the results.

Invited guests take part in keynotes, expert-led breakouts and customer best-practice sessions, with demo stations and the partner expo open from arrival through the closing drinks reception. The day finishes with The Dare Skywalk, the stadium's rooftop climb, 46.8 metres above the pitch, reserved for a select group of attendees, partners and executive guests.

As a partner, you take a credible seat in that conversation:

- Speaking role inside the programme;
- Staffed exhibit in the expo; and
- Direct access to the senior leaders making frontline AI decisions this year.

Thank you for your interest in participating,

Team Central



Why Partner?

Partnering at The Big Game puts you in a capped room with the decision-makers responsible for frontline performance, at the moment they are deciding what AI investment stays and what goes. We limit the expo to four partner exhibit spaces, so every partner gets genuine share of voice.

Thought Leadership & Speaking

Gold and Silver partners speak inside the Groundwork breakout rounds, the expert and analyst track, in front of senior leaders weighing real AI decisions. Your voice sits in the programme, not at the edge of it.

Access to Senior Decision-Makers

Connect with 150+ heads of CX, contact centre directors and operations leaders from across the UK and Europe, a deliberate mix of Central customers and qualified prospects.

Brand Reach Across the Campaign

Your logo runs through the full promotion cycle: emails, landing page, social, stage screens and venue signage, from launch through the post-event wrap-up.

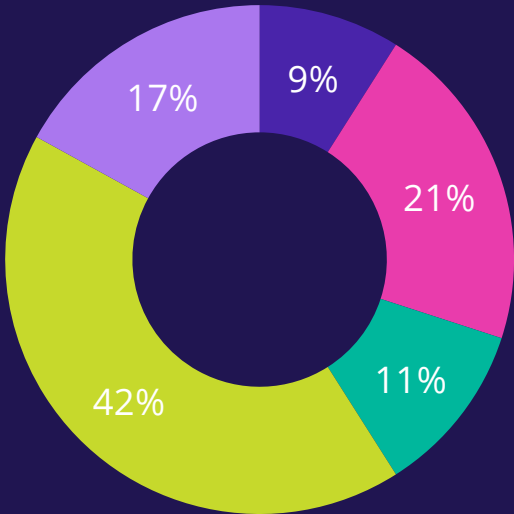


2026 Expected Attendee Profile

We expect 150+ senior frontline leaders. Profile reflects 2025 registration.

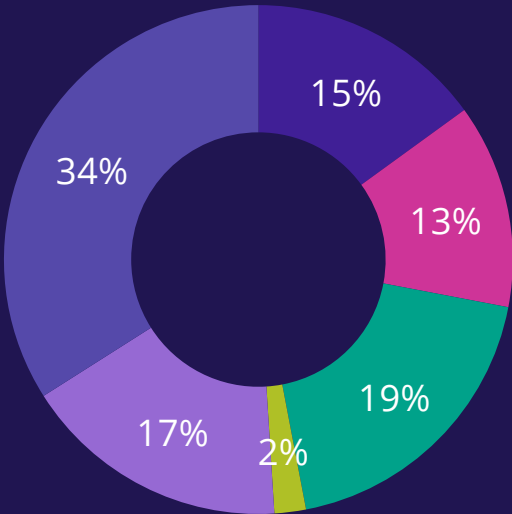
Attendee by Title

- C-level
- VP / Head of CX
- Contact Centre Director
- Operations Leaders/Managers
- Other



Attendee by Industry

- BFSI
- Utilities & Telco
- Retail & E-commerce
- Travel & Hospitality
- BPO / Outsourcing



Customer / prospect mix: 39% Central customers, 61% qualified prospects.



Agenda

Pre-event — Wednesday 14 October, evening: Executive Dinner (private chef, hosted, invite only).

Main Stage

Time	Session
09:30 – 10:00	Registration, Coffee & Expo
10:00 – 10:30	Welcome, Icebreaker & Setting the Stage
10:30 – 11:30	Why Most AI Projects Fail
11:30 – 12:30	Lunch & Expo

Time	Session
14:05 – 14:20	Afternoon Break & Expo
14:20 – 15:00	From the Ground Up: The Performance Intelligence Vision
15:00 – 15:35	What Humans Do That AI Can't
15:35 – 15:45	Wrap & What's Next
15:45	The Dare Skywalk: Put in the Work, Earn the View
15:45 – 16:45	Drinks Reception, Networking & Expo

Breakout

Round	Groundwork Thought Leadership	On the Ground Customer Best Practice
Round 1 12:30 – 12:55	Common Ground <i>Peer roundtable</i>	Driving Performance with Central <i>Panel</i>
Round 2 13:05 – 13:30	The Human-and-AI Operating Model <i>Panel</i>	Building a Learning Academy That Sticks <i>Panel</i>
Round 3 13:40 – 14:05	What to Measure in a Hybrid Workforce <i>Fireside chat</i>	Standing Up a Centre of Excellence <i>Workshop</i>

Virtual Broadcast

11:00 ET / 16:00 BST



Agenda subject to change. Demo stations and the partner expo stay open all day, from registration through the drinks reception.

Event Details

Event Passes

Your all-access pass covers every part of the day: keynotes, breakout sessions, the expo, and the closing drinks reception. Gold partners also receive an allocation of Dare Skywalk spots for their executives.

Exhibit Spaces

Every partner receives an exhibit space, with space for a screen, partner-branded backdrop or banners, counter, wifi and power. We cap the expo at four partner spaces, so each partner keeps genuine share of voice.

Building the Room Together

The Big Game works because the right people are in the room, and partners help build it. Every agreement includes a shared promotion commitment: an agreed number of invitations to your own customers and prospects, promotion to your network with the co-branded toolkit we supply, and a staffed exhibit through the day.

Reserving Your Partnership

With four exhibit spaces available, we confirm partnerships on a first-come, first-served basis. To reserve your place, contact Piers Brown at Piers.Brown@central.com by 15 September.



Partnership Overview

Partner Benefits	Gold (Headline) 1 spot available [£10,000]	Silver 1 spot available [£8,000]	Community 2 spots available [£5,000]
SPEAKING			
Speak in a Groundwork breakout (panel or fireside chat)	✓	-	-
Speaking in a On the Ground fireside or customer-session Q&A	✓	✓	-
EXHIBIT & EXPERIENCES			
Exhibit space in the expo area	✓ (premium position)	✓	✓
All-access passes for partner staff	Four (4)	Three (3)	Two (2)
Guest invitations for your customers and prospects	✓	✓	✓
Dare Skywalk allocation for your executives	✓	-	-
MARKETING & BRANDING			
Logo on event website, registration page and keynote sponsor slide	✓	✓	✓
Logo in pre-event email promotion	✓	✓	✓
Pre-event social promotion	✓	✓	✓
Logo displayed throughout the venue*	✓	Limited	Limited
Inclusion in the post-event wrap-up email	✓	✓	✓
DATA & REPORTING			
Post-event opted-in attendee list**	✓	✓	-

**Logo placement depends on the partnership tier. **Lists include only attendees who opt in at registration, cover company, title and country, and are handled in line with UK GDPR. The expo carries four partner exhibit spaces in total across the tiers.*



Image: Dare Skywalk



Partnership Enhancements & Engagement Opportunities

Any tier can add these. Each carries named branding and a hosting moment on the day.

Executive Dinner Sponsor

[£2,000] (1 opportunity)

Co-host the private-chef dinner for senior guests on the evening of Wednesday 14 October: named branding, a welcome moment, and a seat at the table with executive attendees.

Lunch Sponsor

[£1,000] (1 opportunity)

Branding across the lunch and expo hour, with signage on serving stations and tables while demo stations and the Ask an Expert station run.

Drinks Reception Sponsor

[£1,000] (1 opportunity)

Your brand on the bar during the welcome as well as the Dare Skywalk climbs run alongside, from 15:45 to 18:00, the day's most concentrated networking window.

Break Sponsor

[£500] per break (2 opportunities)

Named branding across the afternoon break, with signage on refreshment stations while attendees move through the expo.

**All signage provided by partners, any digital signage will need to be submitted by 2nd October.*





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Thank You

To reserve your partnership or talk through
the right tier, contact Piers Brown,
Commercial Director EMEA at
Piers.Brown@central.com

central.com