See examples of the audiences your organisation could reach

Audience examples · Illustrative only — every sponsor fit is checked case by case

Executives and professionals

CFOs: decision-making under pressure. Company secretaries: compliance pressure. Lawyers: professional isolation. HR directors: empathy fatigue and workforce change.

Typical sponsors: governance services, technology, insurance, financial and professional services.

Healthcare

Medical practitioners: clinical decision fatigue and the pressure of running a practice.

Typical sponsors: banking, practice technology, healthcare support services.

Agriculture

Commercial farmers and agribusiness: climate pressure, debt, succession and business continuity.

Typical sponsors: insurance, agritech, suppliers, financial services.

Schools and families

School heads: high-scrutiny leadership. Bursars: financial pressure. Parents: adolescent stress and digital wellbeing. Alumni: belonging and caregiving.

Typical sponsors: education services, insurance, telecoms, financial services.

Industry and business owners

Mining: fatigue, shift work and safety. Business owners: owner stress, cash flow and continuity.

Typical sponsors: sector suppliers, employers, insurers, banks.

Community and diaspora

Faith groups: family pressure and belonging. Women entrepreneurs: caregiving and financial resilience. Diaspora: long-distance family responsibilities and trusted decisions back home.

Typical sponsors: banks, verified advisory and cross-border service providers.

What every scenario needs

- A genuinely useful problem for participants to discuss
- A trusted host whose invitation the audience accepts
- Relevant expert competence
- A sponsor whose involvement is relevant and transparent
- A voluntary next step for participants
- A fair, agreed way to measure results

These are examples, not fixed products or promises. Sponsor, host and theme are matched case by case.