Reach the people you want to work with

Sponsor introduction · Conversations That Count

In one sentence

Conversations That Count helps organisations sponsor useful, expert-supported conversations for a specific audience, hosted by someone that audience already trusts — and introduces sponsors only to the participants who ask to hear from them.

The problem

You know which clients, professionals or communities matter to your organisation. But cold outreach is ignored, and generic sponsorship buys visibility without real relationships.

What we do

- You choose the audience you want to reach.
- We find a trusted host — a Key Person of Influence, meaning someone whose invitation that audience accepts.
- We agree a topic that genuinely matters to participants.
- Pamumvuri organises the conversations and WE Alliance experts facilitate them.
- Participants choose whether to be introduced to you. You receive a responsible report.

Included in every series

- Target-audience planning and conversation-theme development
- Identifying and coordinating suitable hosts
- Event planning, invitations and registration
- Expert support and facilitation
- Consent-based follow-up
- Activity and engagement reporting, and a record of requested introductions

Choose a series

- **5 conversations:** test a specific audience or opportunity.
- **10 conversations:** build repeated engagement with a sector or community.
- **15 conversations:** support sustained engagement across a larger or more complex audience strategy.

Every series is scoped and quoted individually, based on venue, location, format, participant numbers, host and facilitation costs, content and reporting.

The rules that protect trust

Funding a series never buys an attendee list. Sponsors don't pitch during conversations. A sponsor only contacts a participant who has separately and explicitly asked for it.

Next step

Plan a Sponsored Conversation Series at conversations-that-count.netlify.app/sponsors — tell us who you want to reach and what you want to achieve. It takes about two minutes.

No fixed prices, lead-number guarantees or exclusivity are included by default. Exclusivity, media rights and co-branding require separate agreement.