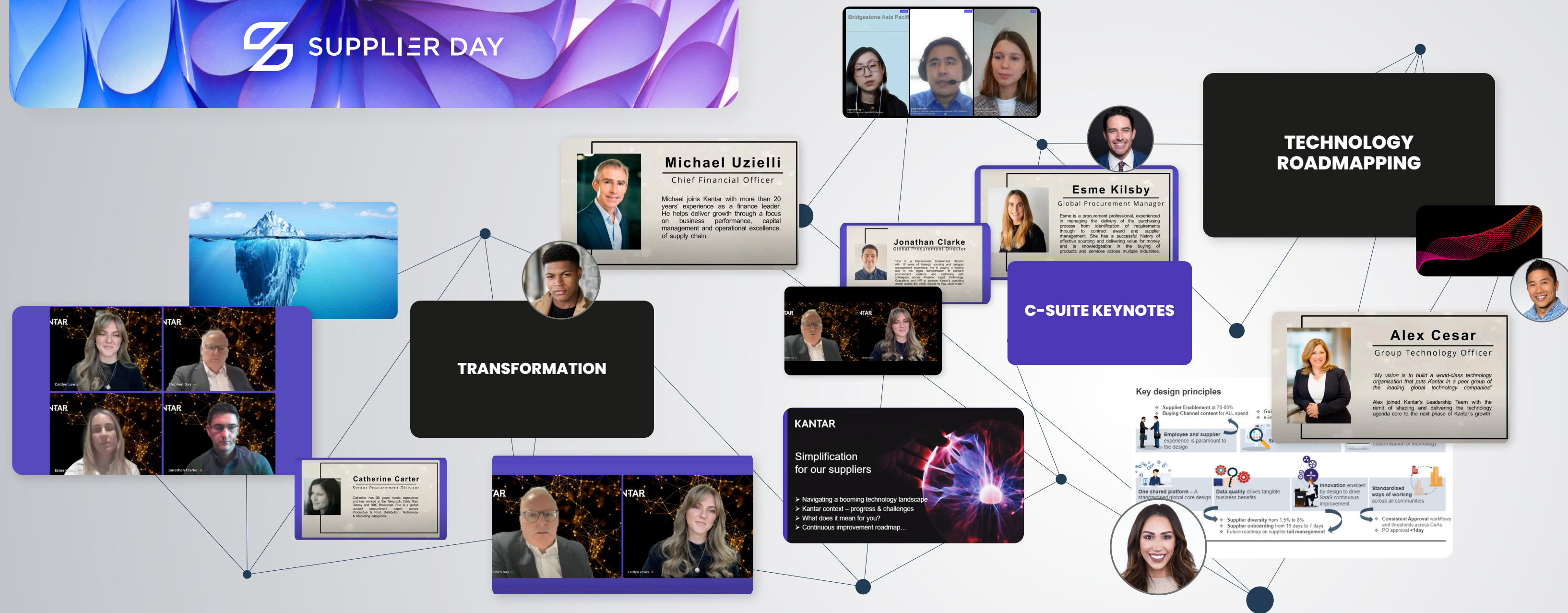




“ORGANISING OUR FIRST-EVER SUPPLIER DAY VIRTUALLY ALLOWED US TO CONNECT WITH OUR KEY SUPPLIERS AND WAS ESSENTIAL FOR ACKNOWLEDGING THE INVALUABLE SUPPORT THEY HAVE GIVEN US DURING UNCERTAIN TIMES, AND TO SET THE TONE FOR AN EXCITING FUTURE AHEAD FOR US ALL”

Stephen Day, CPO - Kantar



WE ARE KANTAR SUPPLIER DAY 2022

CHALLENGE
In 2019 Kantar was purchased by private equity, marking the start of a transformative journey for the business. Kantar's new leadership established a procurement team to help its supplier base get to grips with the opportunities that lay ahead against a backdrop of huge global disruption. Fast forward to 2022. Kantar's first CPO, Steve Day, wanted to gather and thank the supplier ecosystem for their support and reveal the architecture of Kantar's future.

SOLUTION
We Are Kantar featured keynote presentations from Kantar's C-suite, including Michael Uzielli (CFO), Alex Cesar (Chief Technology Officer), Ted Prince (Chief Product Officer) and Steve Day (Chief Procurement Officer). The 219 supplier participants received unprecedented access to Kantar's leadership team in this exclusive virtual event.

IMPACT
Kantar's suppliers were exposed to key insights into Kantar's long-term vision and new opportunities to collaborate more effectively and easily. Through presentations, fireside chats and Q&A sessions, Kantar's suppliers learned how they could advance and grow their own businesses with Kantar, even during economic uncertainty.

FAR-REACHING & SUSTAINABLE IMPACT

- 70% COST SAVING VS. PHYSICAL EVENT PRODUCTION**
- 124.7 TONNES CO2 SAVED THROUGH VIRTUAL EXPERIENCE**
- 79% ATTENDANCE OF ALL THOSE WHO REGISTERED**

END-TO-END VIRTUAL EVENT MANAGEMENT

- DESIGNED**
GLOBAL AUDIENCE
INTERACTIVE C-LEVEL SESSIONS
STRATEGIC OVERVIEWS, SUPPLIER RELATIONSHIP MANAGEMENT & DIVERSITY THEME CURATION
OUTCOMES-BASED AGENDA DESIGN
- PRODUCED**
219 ATTENDEES
23 COUNTRIES PARTICIPANTS ATTENDED
68% OF THE TOTAL EVENT (153 MINUTES) ON AVERAGE
- HOSTED**
PRE & POST EVENT ENGAGEMENT
EXPERT FACILITATION
CHAT, Q&A AND SURVEY INTEGRATION
BEST OF BREED VIRTUAL EVENT PLATFORM

MEANINGFUL & MEASUREABLE ROI

- 82% IMPROVED UNDERSTANDING OF KANTAR'S LONG-TERM VISION**
- 87% IDENTIFIED STRATEGIC OPPORTUNITIES FOR COLLABORATION**
- 93% ENJOYED THE EVENT**