

GUIDE TO
**PARTNERSHIP
EVENTS**
WITH DEVEX



Every year, Devex covers the global development angle at major international events for our audience of over 1 million professionals — from top leadership to the front lines — who are dedicated to achieving the Sustainable Development Goals. Throughout the year, we also produce tailored thought leader events with organizations in our space and invite policymakers and executives from donor agencies, civil society, and the corporate world for intimate newsmaker conversations.

These guidelines provide key examples of how Devex works with partners to produce engaging events in a variety of formats.

Contact us to learn more about opportunities to partner with Devex.

Devex Summits

Impact Partner

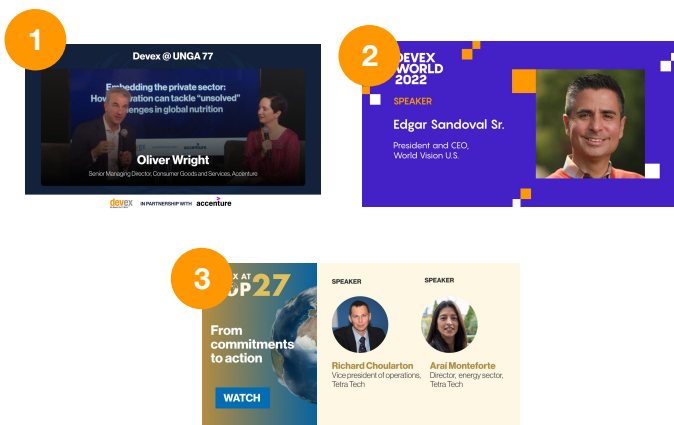
Through a fireside chat, you will be able to shine a spotlight on a project or initiative, highlight a call to action, or make a launch announcement in a dedicated segment within the main program of a Devex Summit.

What's included?

- 10-12 minutes in conversation with a Devex interviewer.
- 1-2 speakers. One executive-level representative of your partner's organization and an optional second speaker to bring in a complementary and/or local perspective. For each segment with more than one speaker, Devex must ensure geographic diversity and gender balance.
- As a standard practice, fireside chats are held in person. If necessary, a virtual or hybrid format can be accommodated, taking into account the audience experience.
- Devex will place your segment within the event's main programming following Devex's editorial discretion and the topic of your segment.

Partners may share short, compelling existing videos provided they help illustrate the content/topic that will be discussed.

Examples



Click the picture above to go to the link.

How it works

Guiding Questions

- Partners are encouraged to share brief talking points, links to further information, and a suggested title for Devex's partnerships editorial team to prepare guiding questions.
- Partners are able to review the guiding questions ahead of the fireside chat.
- Final titles for the fireside chat will be followed by the text: "In partnership with [your organization]."

The exact wording and order of guiding questions might change depending on the flow of the conversation. In addition, we ask speakers to not read out pre-prepared answers during the session to ensure the segment is as dynamic and conversational as possible.

Moderation

- The interviewer will be a reporter or editor from Devex's partnerships editorial team, or from the Devex leadership team.

Promotion

- Impact partner segments include a tailored promotional plan, including visibility on Devex's social media channels, email marketing, and advertising on our website and newsletters, depending on availability.
- Partners can share details of their target audience for Devex's paid promotion on social media.
- Devex will provide the partner and the speaker(s) with a media toolkit to help promote the segment through your own social networks.

We encourage partners to engage with our social media posts to help spread the word.

Event social clip

- In the days following the event, Devex will propose a suggested 1-2 minute excerpt from the segment for partners' approval.
- The clip will be promoted on our social media platforms as a #sponsored clip linking to the full recording of the segment.
- The clip must be approved by the partner in order for Devex to promote the clip on our platforms.

Devex Summits

Knowledge Partner

As a Knowledge Partner you will be able to engage your target audience through a workshop or roundtable designed in collaboration with our partnerships editorial team. Where possible, knowledge events can be organized on the sidelines of Devex summits.

What's included?

- Co-creation of a 45-60 minute breakout session, that is held within the main event agenda.
- A speaking role for your representative in the form of lightly moderated introductory or closing remarks, or a 10-12 minute fireside chat with a Devex interviewer.



How it works

Guiding Questions

- Partners are encouraged to share brief talking points and links to further information for our partnerships editorial team to prepare guiding questions for any moderated segments.
- Events with breakout groups can include light discussion prompts, which are developed in collaboration with Devex's partnerships editorial team.
- Partners are able to review guiding questions and discussion prompts ahead of the workshop.
- Partners are able to nominate potential table leads. Devex cannot guarantee specific table leads but will work to secure the agreed-upon criteria outlined in the editorial brief.

The exact wording and order of guiding questions might change depending on the flow of the conversation. In addition, we ask speakers to not read out pre-prepared answers during the session to ensure the segment is as dynamic and conversational as possible.

Event Brief

- Following a kick-off call, Devex will share an event brief, which includes suggestions for featured speakers or table leads, as well as the suggested title and a detailed description of the event.
- Partners are able to share one round of consolidated feedback on the event brief.
- Final titles for the event will be followed by the text: "In partnership with [your organization]."

Invitations

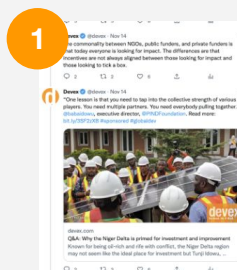
- Devex will lead on sending e-mail invitations to a curated list. Partners are encouraged to share details of potential attendees.
- The Devex team is responsible for sending out invitations. However, we encourage partners to introduce us over email to any contacts we agree to invite and/or reinforce invitations.

Promotion

- Partners can share details of their target audience for Devex's paid promotion on social media.
- Devex will provide the partner and the speaker(s) with a media kit to promote the event.

We encourage partners to engage with our social media posts to help spread the word.

Examples



Devex Summits

Supporting Partner

Leverage existing content to position your work in front of a highly engaged audience as part of the main program in one of our Devex Summits.

Examples



Click the picture to go to the link.

What's included?

- A partner's existing video clip (1-3 minutes) is integrated into the event and played to the audience (both in-person and online) between program segments to shine a light on the partner's work and the issues they tackle.
- Prominent branding on the event landing page Devex.com as well as visibility on our social channels and one of our newsletters in the lead up to the event.

How it works

Video Clip

- The video should be sent to Devex fully edited in MP4 format at least three weeks before the event and will be reviewed according to Devex's editorial guidelines and should portray gender and geographic diversity.

Promotion

- Supporting partnerships include a tailored promotional plan, including visibility on Devex's social media channels, website, and event's email marketing.
- Partners can share details of their target audience for Devex's paid promotion on social media.
- Devex posts the video as paid promotion on our social media channels after the live event.

Reception Partner

Promote your organization as a leader in the international development community and influence experts in the field from around the globe as an exclusive reception partner.

What's included?

- A dedicated branded space in the reception area: a place for the partner to interact with attendees in a casual and intimate setting.
- Option to screen a video during the reception or nominate a speaker for brief remarks.

How it works

Video Clip

- A partner's existing video clip (1-3 minutes) can be screened during the reception.
- The video should be sent to Devex fully edited in MP4 format at least three weeks before the event and portray gender and geographic diversity.

Promotion

- Reception partnerships include a tailored promotional plan, including visibility on Devex's social media channels, website, and event's email marketing.
- Partners can share details of their target audience for Devex's paid promotion on social media.

Branding

- Partners have access to branding in the reception space on physical and digital signage options.

Custom Events

Thought leader or standalone custom events

Hosted as a standalone event at a strategic moment for your organization or held shortly before or after a Devex summit or global event.

What's included?

- **A co-created 60-minute issue-driven conversation** – in-person, online or hybrid. In-person Thought leader events can be live-streamed to a target audience.

How it works

Event Brief

- Following a kick-off call, partners are encouraged to share links to further information on the topic they want to address in the event, as well as names of potential speakers.
- Devex will share an event brief that will include suggestions for the angle of the event, run of show, and mix of potential speakers.
- Partners are able to share one consolidated round of feedback on the event brief.
- Once finalized, the event brief will be used to develop the promotional package for the event, including marketing language.
- Final titles for the event will be succeeded by the text: "In partnership with [your organization]."

Typical Thought leader format:

- After some light introductory remarks, the conversation begins with approximately 10 minutes for a scene-setting fireside chat between a Devex interviewer and 1-2 speakers, including one executive-level representative of the partner's organization and a second speaker to bring in a complementary and/or local perspective.
- The discussion continues with a 3-4 person panel and a Devex interviewer.
- The event ends with audience Q&A and short closing remarks from a Devex interviewer.

Speakers

- For the fireside chat segment, partners can nominate 1-2 speakers and put them in contact with Devex.
- Partners are able to suggest potential speakers for the panel segment. Devex cannot guarantee specific speakers but will work to secure the agreed-upon set of speakers outlined in the editorial brief.
- Speakers will be invited following a tier system in order of priority, taking into account sectoral, gender, and geographic diversity.
- As Devex prioritizes gender and geographic diversity, the ultimate decision of the event's speaker mix lies with Devex's partnerships editorial team.
- Shortly before the event, a speaker briefing call for panelists will be held to go over the guiding questions and logistics for the event.

Invitations

- Devex's partnerships editorial team is responsible for sending out speaker invitations, however, we encourage partners to introduce us over email to any contacts we agree to invite.

Guiding questions

- For fireside chats, partners are encouraged to share brief talking points and links to further information for Devex's partnerships editorial team to prepare guiding questions.
- Partners are able to review the guiding questions ahead of the fireside chat.
- For panel segments, Devex's partnerships editorial team leads on guiding questions. Partners are able to share suggestions for the angle of the panel and key talking points they feel should be addressed.

Promotion

- Thought leader events include a tailored promotional plan, including visibility on Devex's social media channels, event e-mail marketing, and bespoke registration page and newsletters depending on availability.
- Devex leads on promotional language and visuals for the event. Partners are able to share potential images that Devex can take into account.
- Partners can share details of their target audience for Devex's paid promotion on social media.
- Devex will provide the partner and the speaker(s) with a media kit to promote the segment.

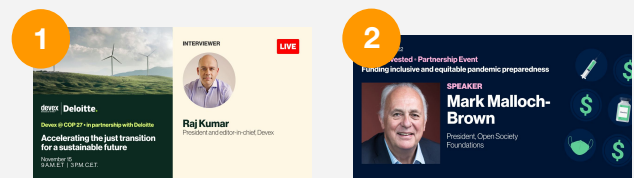
We encourage partners to engage with our social media posts to help spread the word.

Edited excerpt for social media

- In the days following the event, Devex will share a suggested 1-2 minute timestamp from the segment to then produce the clip.
- The clip will be promoted in our social media platforms as a #sponsored clip linking to the full recording of the segment. Recordings take place only when an event is live-streamed.
- The clip must be approved by the partner in order for Devex to promote the clip on our platforms.

Examples

Click the picture below to go to the link.



Custom Events

Private Roundtables

Devex hosts private roundtables at any point during the year to convene a select group of leaders for an off-the-record conversation.

What's included?

- Co-creation of a small, high-level conversation focused on the issue of your choice.
- Often centered around an intimate meal (breakfast/lunch/dinner), this lightly moderated event enables around 10-15 attendees to share working methods and collaborate on new ideas.

How it works

Invitations

- Devex and partners work in partnership to curate a guest list of relevant individuals.
- Devex will lead on sending invitations, however, partners should introduce us by email to any contacts we might wish to invite.

Venue and logistics

- Devex leads on the choice and confirmation of the venue and catering arrangements. Partners are able to share suggestions around the event's logistics that Devex can take into account.

Run of show

- Devex will work with partners to develop a run of show and loose guiding themes or questions for the event. Partners can share comments and suggestions on the run of show and main topics of conversation.

Examples

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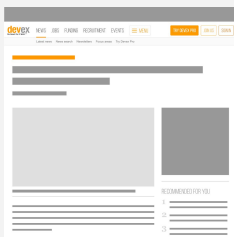
Bridging the Divide: Skills for digital financial equity and inclusion

We help globally-minded companies and organizations shape conversations that matter with leaders who can make change happen.

As the media platform for the development community, Devex is the go-to resource for news, funding, and job opportunities, with thousands of professionals engaging with our content on a daily basis.

In partnership with leading organizations, we leverage our media brand, convening power, and global audience to help point conversations toward tangible action.

Annual engagement



Devex content

36 M+

page views

10.1 M+

users

2 K+

articles, videos and
multimedia pieces

200+

pieces of sponsored
content



Newsletters

267 K+

newsletter
subscriptions

7+

newsletter
editions



Social media

5 M+

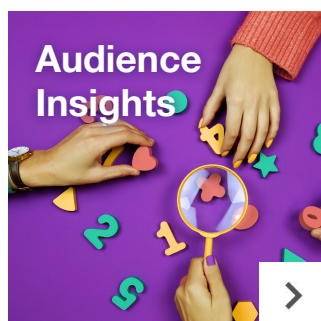
engagements

332 K+

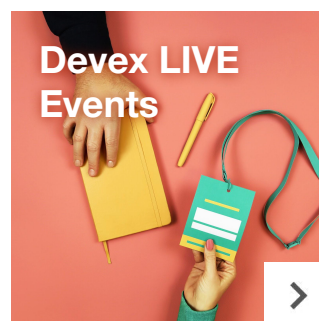
followers



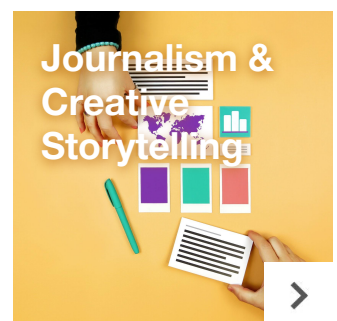
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on Devex



Audience
Insights



Devex LIVE
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Journalism &
Creative
Storytelling

Partner with Devex

Contact partnerships@devex.com to start the conversation.