

LEAD 2027 Editorial & Commercial Policy

Scope	LEAD 2027 Conference
Effective Date	August 2026
Target Audience	Members, Sponsors, Speakers & Media

1. Executive Summary & Core Principle

LEAD 2027 is the UK advertising and marketing industry's flagship leadership conference. To maintain trust, credibility and value for our attendees, our editorial programme is developed independently of commercial sponsorship, ensuring that content and speakers are selected on the basis of relevance, expertise and value to our audience.

Commercial sponsorship does not buy, influence or guarantee speaking opportunities at LEAD 2027. Content, speaker selection and session structures are determined independently, based solely on editorial relevance and value to attendees.

2. Commercial Sponsorship Policy

Commercial sponsorship enables LEAD 2027 to deliver a world-class platform for industry debate. However, sponsorship packages are strictly commercial partnerships with zero editorial rights.

Strict "No Pay-to-Play" Rule: Commercial investment or membership status does not provide a right to speak, determine panel topics or influence session content.

Broad Membership Engagement: Sponsorship opportunities are marketed transparently across the entire industry ecosystem, including agencies, brands, media owners, tech platforms and independent specialists.

Transparent Positioning: All commercial partnerships are publicly disclosed, and sponsorship packs and contracts explicitly outline that sponsorship confers brand visibility, not access to the editorial programme.

3. Speaker Selection & Audience Q&A

Every session at LEAD 2027 is curated to address important industry issues, encourage debate and provide useful insight for delegates.

Editorial independence: Speakers are appointed solely based on their expertise, thought leadership and relevance to the overall conference agenda.

Mandatory Live Audience Q&A: Speakers representing commercial or corporate organisations must agree to participate in a live, unscripted audience Q&A session. Organisations that are unwilling to participate will not be considered or disqualified from speaking in the conference.

The only exception is for sitting Government Ministers and MPs, where parliamentary or government protocol may apply.

4. Summary of Distinction

Pillar	Commercial Sponsorship	Editorial & Speaker Platform
Primary Purpose	Brand visibility, networking, and support of the event	Independent debate, policy discourse, and expert knowledge sharing.
Selection Criteria	Open commercial investment across all sector categories.	Editorial relevance, expertise, and contribution to session agenda.
Stage Access	Sponsorship does not include or guarantee a speaking slot.	Merit-Based. Granted independently of commercial contribution.
Accountability	Subject to standard commercial partner code of conduct.	Mandatory Live Q&A for all corporate/commercial speakers.

5. Governance & Enquiries

This policy is overseen by the LEAD 2027 Steering Committee. By participating in LEAD 2027 as a sponsor, partner, or speaker, organizations agree to adhere strictly to these terms.

For sponsorship enquiries, please contact Sarah.Virani@adassoc.org.uk.

For any other enquiry, please contact events@adassoc.org.uk