

# NATIONAL OUTSOURCING ASSOCIATION

## THE CENTRE OF EXCELLENCE IN OUTSOURCING

- We are an independent body focused on communicating the significant benefits and strategic lessons of outsourcing
- We are involved in all areas of outsourcing, including: ITO, BPO and KPO
- Our services are focused on delivering education, excellence and collaboration
- We represent the interests of outsourcing end users, suppliers and support services
- We are not-for-profit, run by our members for our members

## SECTION 1 – THE BENEFITS OF NOA MEMBERSHIP

The NOA has developed a portfolio of services that reflect the requirements of our membership base. All members of the NOA can expect to benefit from:

- Education on current and new developments in outsourcing
- Personal networking with other members in the industry
- Discussion of and contribution to industry best practice
- Understanding of current best practice highlighted through industry case studies

## STANDARD BENEFITS

**Exclusive NOA Member Events** - free attendance at all NOA member events (at least 25 events held per annum). Events include networking seminars, masterclasses, steering committees and special interest groups.

**Conferences** – privileged price access to both the NOA and EOA Outsourcing Summits – each held annually.

**NOA Awards for Best Practice in Outsourcing** – all members will receive a 10% discount on attendance and are free to submit their entries.

**NOA Website** – access to the NOA members area, which contains a plethora of up-to-date information including research, whitepapers, opinion pieces and presentations.

**Lifecycle Model** – access to this excellent reference tool, which consists of fifty two individual best practice guides to the key steps in outsourcing.

**Suppliers Directory** – your company details will be uploaded onto the suppliers directory on the NOA website.

**Member Logo** – the ‘member of the NOA’ logo can be used on stationery and websites. Although this is not a benchmark, it does infer the application of best practice in outsourcing.

**Sourcingfocus.com** – the UK’s leading community for the outsourcing industry is run in association with the NOA. Members can take advantage of the following;

- Daily outsourcing news and live feeds from top industry events
- Members can submit up-to-date press releases, opinion pieces, white papers and research to the editorial team
- Members will receive the sourcingfocus.com newsletter and weekly round-up of outsourcing news

**NOA Pathway** – the NOA is proud to be the only UK entity to offer university accredited professional development in outsourcing. NOA Pathway offers both professional qualifications and a range of professional development programmes. Members of the NOA receive discounted rates on both.

**Member Newsletter** – a monthly update on member news, events and current initiatives.

**Outsourcing Yearbook** – the industry guide for the outsourcing market, containing leading examples of best practice projects and thought-provoking commentary from the industry’s most highly respected professionals, journalists and influencers. Each member company will receive one free copy.

**Industry Research** – free access to all new NOA research. Research is designed to guide business decisions and keep members abreast of developments in the outsourcing industry.

**Outsource Magazine** – free subscription to this quarterly magazine published independently, in association with the NOA, covering outsourcing issues, trends and case studies.

**Influence** – the NOA Influences Government and trade bodies on relevant issues to ensure the voice of its members is heard. The NOA promotes positioning papers which members can use as part of their own campaigns.

**Discounted Offerings** – include a 10% discount on the following;

- Sponsorship deals for a range of NOA events, including the NOA Awards and EOA Summit.
- Advertising and sponsorship deals within the Outsourcing Yearbook.
- Attendance at the NOA and EOA annual conferences.
- A table for ten at the NOA Awards Gala Dinner.
- All advertising packages for sourcingfocus.com.
- Preferential rates for NOA Pathway programmes.

## SECTION 2

### PREMIER MEMBERSHIP

Premier membership has been designed specifically for organisations operating in outsourcing that wish to raise their profile through higher-end collaboration with the NOA. This membership option automatically includes all the benefits listed in section 1 but additionally offers a range of recommended programmes that will have a significant impact in creating awareness and delivering lead generation. There are three premier membership levels; Bronze, Silver and Gold.

## GOLD

**Demonstrate your organisation's thought leadership and expertise by taking ownership of a key outsourcing topic.**

### OUTSOURCING YEARBOOK

- Published case study, feature article sponsorship, editorial comment and a full page advert
- An enhanced listing in the directory

### NOA MEMBER SEMINAR

- Speaker platform for your organisation
- Client to present a best practice case study
- Branded report following the event to be published on sourcingfocus.com and available for re-use

### NOA STEERING COMMITTEE

- Opening presentation with client case study
- Joint chair of the committee with an NOA Board Member
- Exclusive full company branding
- Branded report following the event to be published on sourcingfocus.com, the NOA website and will be available for re-use

### NOA AWARDS

- Category sponsorship of the NOA Awards, benefits include:
  - Affiliation with an award category
  - A guest table for ten
  - Access to VIP reception
  - High degree of branding
  - Access to the delegate list

### RESEARCH SURVEY

- A dedicated survey to our outsourcing contacts (tailored accordingly) to identify their knowledge on a subject of your choice (to be approved by the NOA)

### SOURCINGFOCUS.COM

- A sponsored editorial roundtable event with client and industry experts
- 10 whitepaper uploads a year

### NOA WEBSITE

- Homepage branding

## SILVER

### OUTSOURCING YEARBOOK

- A full page advert in the NOA's Outsourcing Yearbook
- An enhanced listing in the directory

### NOA MEMBER SEMINAR

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- Branded report following the event to be published on sourcingfocus.com, the NOA website and will be available for re-use

### NOA AWARDS

- Category sponsorship of the NOA Awards, benefits include:
  - Affiliation with an award category
  - A guest table for ten
  - Access to VIP reception
  - High degree of branding
  - Access to the delegate list

### NOA WEBSITE

- Homepage branding

### SOURCINGFOCUS.COM

- A banner or skyscraper advert on the homepage of sourcingfocus.com

## BRONZE

### NOA MEMBER SEMINAR

- Speaker platform for your organisation
- Client to present a best practice case study
- Branded report following the event to be published on sourcingfocus.com and available for re-use

### NOA WEBSITE

- Homepage branding

## SECTION 1 BENEFITS

BENEFITS INCLUDE ALL THOSE OF SECTION 1 PLUS THE ABOVE EXCLUSIVE BENEFITS FOR THE SELECTED PREMIER PACKAGE.

MEMBERSHIP LEVELS/FEES:

MEMBERSHIP CATEGORY	BENEFITS	ANNUAL MEMBERSHIP FEE
<b>GOLD PREMIER</b>	All the benefits listed in Section 1 + exclusive Gold benefits in Section 2 Benefits available to all company employees	<b>£20,000</b> per annum +VAT*
<b>SILVER PREMIER</b>	All the benefits listed in Section 1 + exclusive Silver benefits in Section 2 Benefits available to all company employees	<b>£12,000</b> per annum +VAT*
<b>BRONZE PREMIER</b>	All the benefits listed in Section 1 + exclusive Bronze benefits in Section 2 Benefits available to all company employees	<b>£5,000</b> per annum + VAT*
<b>CORPORATE MEMBERSHIP</b>	All the benefits listed in Section 1 Benefits available to all company employees	<b>£1,500</b> per annum + VAT*
<b>SME MEMBERSHIP</b>	All the benefits listed in Section 1 Benefits available to a single registered employee	<b>£650</b> per annum + VAT*
<b>ONLINE MEMBERSHIP</b>	Unlimited log-ins for your staff to access the NOA members area online	<b>£200</b> per annum + VAT*
<b>USER MEMBERSHIP</b>	All the benefits listed in Section 1 Benefits available to all company employees	Currently offering honorary membership to all end-users of outsourcing services (Free)

\*Please note that when your membership is due for renewal, the NOA membership services team will not raise an invoice without prior consent from your organisation.

For further information, please contact the NOA:

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