



# MARKETING & BUSINESS DEVELOPMENT SOLUTIONS 2024

Multi-channel campaigns | Global events |  
Demand generation | Digital marketing | Advertising



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# THE LEADING MULTI-CHANNEL PLATFORM FOR ACCESSING THE GLOBAL COMMODITY AND ENERGY TRADING COMMUNITIES

With a **15 year track record** of delivering high level events and building communities in the energy and commodity trading sector – Commodities People provides the **most efficient and cost effective multi-channel route to market** for those looking to be seen, heard, and to increase sales.

By working with us you not only gain from our deep and unique experience and expertise, but also benefit from our brand reputation and neutrality, as well as taking advantage of our enormous database, network and reach.

Some of our most effective and popular channels include:

<b>In-person events</b> 	<b>Online events</b> 	<b>Webinars</b> 	<b>Workshops</b> 	<b>Hospitality</b> 
<b>Advertising</b> 	<b>Content generation/sharing</b> 	<b>Digital marketing</b> 	<b>Data builds</b> 	<b>Reports / Surveys</b> 

Many of the sectors most well respected brands work with us in this manner to support them in achieving their goals in brand positioning, thought leadership, lead generation, direct meetings with high value prospects and much more. Campaigns are designed typically on a 12 month timeframe to support and amplify your own marketing activities year round, as well as to support key messages, product launches, upgrades at the times you require maximum visibility.

## KEY STATISTICS

**250,000+**

Database

**110,000+**

Engaged database

**35,000+ p/year**

Attendees

**50,000+**

Social reach

**30+**

Events p/year

**5500+ weekly page views**

Visibility

## SOME OF OUR CLIENTS INCLUDE:

# MULTI-CHANNEL CAMPAIGNS

When you engage in a multi-channel campaign via one of our annual partnerships – the entire resources of Commodities People are put to work in supporting your business goals across the year – we become an extension of your own marketing and sales efforts for a fraction of the cost of developing similar resources in-house.

Some of the main benefits of this approach include:

- **Year round thought leadership, brand visibility, lead generation** – ongoing, rather than just a one off 2 day event
- **Achieving the above, through multiple local, regional and international channels** – providing easy access to new markets, and a level of diversity in lead generation chosen by you
- **Highest positioning at our long running in-person events** – including demonstrating industry prominence via branding as a category lead
- **Being assigned an account manager, working with you throughout the year to ensure your goals are being met** – in addition to fulfilling your agreed partnership activities we will also ensure you receive ad hoc introductions to your key prospects within our network, become part of our ongoing speaker rosters, and are generally supported in every way; including general market intelligence, talent acquisition and much more.
- **Timings that work for you** – set your key activities based on times which best support your key messages, product launches and activities throughout the year – as opposed to being tied to 1 date.



## EXAMPLE CAMPAIGN

### MONTH 1

Goal setting, scheduling and kickoff call

### MONTH 2

Online event 1/6 (high brand visibility, thought leadership via panel participation, 1000+ qualified leads generated)

### MONTH 3

Video interview shared with our database of 185k, Advertising across our content hubs

### MONTH 4

In-person event 1/2 (multiple speaking opportunities including C level panel, workshop, booth, lead positioning)

### MONTH 5

Online event 2/6

### MONTH 6

Online event 3/6, continuation of commentary/analysis to our annual industry survey report

### MONTH 7

Bespoke webinar, Advertising across our content hubs

### MONTH 8

Online event 4/6

### MONTH 9

Lead positioning and advertising in monthly industry newsletter

### MONTH 10

Online event 5/6

### MONTH 11

In-person event 2/2, Advertising across our content hubs

### MONTH 12

Online event 6/6

## GLOBAL EVENTS – COMMODITIES

### COMMODITY TRADING WEEK APAC 2024 24-25 January - Marina Bay Sands, Singapore



Following 14 years of highly successful commodity focused events for the European and American trading communities, Commodities People are delighted to bring CTW to Asia to kick off 2024.

This has been long requested by our global client base and the 35,000 commodity trading professionals regularly attending our in-person and online events. It will be the region's largest and most significant multi commodity trading gathering. As with all our events – the programme will be highly practical and market participant led, with networking and interaction at its core.

**Attendees:** 800+ in person, 3000+ online

**Core audience:** Leaders and professionals from Agri/Softs, Oil/Energy, Mining/Metals trading, consuming and producing companies. Technology providers, advisory firms, financial sector, logistics providers, shippers, exchanges.

#### Comprised of the following:



#### Features of the event:

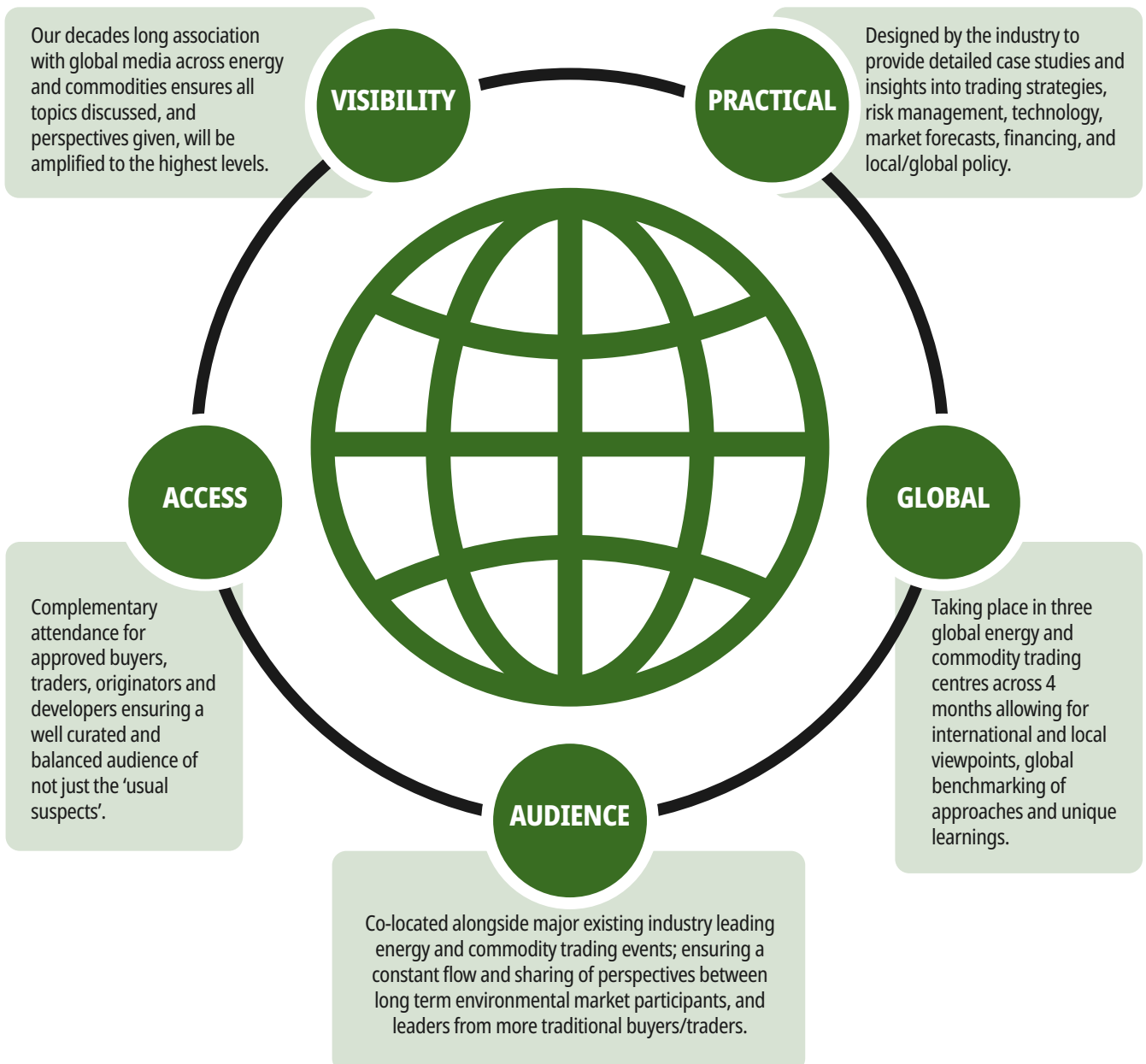
- Multi tracked strategic and technical conferences
- Shared networking and exhibition area; showcasing local and international technology and solutions
- Awards ceremony and gala dinner
- Networking drinks receptions
- Small group workshops
- Extensive media coverage
- Sophisticated event technology allowing for communication and pre-arranged meeting between attendees pre, during and post event

# GLOBAL EVENTS – ENVIRONMENTAL MARKETS WEEK

A truly **unique** and **differentiated** platform for learning, networking and benchmarking through our **5 core focuses**.



24 -25 January 2024 - Marina Bay Sands, Singapore



# ENVIRONMENTAL MARKETS WEEK

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## APAC

24-25 January, 2024  
Marina Bay Sands, Singapore

EMW APAC assembles regional regulators and industry trendsetters across APAC environmental markets supply chain. Gathered business leaders will explore environmental products, trading mechanisms and climate strategies in relation to country-specific net-zero regulations and will focus on the future of regional voluntary and compliance markets, emerging carbon offset projects and case studies as well as associated risks and opportunities. Participants will include carbon credit traders across sectors, policy makers; project developers, exchanges, brokers, MRV solutions, consultancies and innovative technology providers.



Co-located with Commodity Trading  
Week (CTW) APAC

# GLOBAL EVENTS – COMMODITIES

## COMMODITY TRADING WEEK EUROPE 2024

[www.commoditytradingweek.com](http://www.commoditytradingweek.com)

23-24 April - Stamford Bridge Stadium, London, UK



Comprised of a shared exhibition/networking area, 7 industry leading conferences, networking reception and gala dinner.

**Attendees:** 1000+ in person

**Core audience:** Agri/Softs, Oil/Energy, Mining/ Metals trading, procuring, and producing companies, financial sector, investment management, shipping, technology, advisory

**Established  
2015**



### 10th Annual Global Commodity Risk Management Forum

- **Audience:** CRO, Heads/Leaders/Experts of Risk, Middle Office, Market Risk, Credit Risk, Operational Risk, Compliance, Analytics
- **Themes:** Digitisation of risk, climate change, global political risk, black swan events, credit, market analyses, disruptive technologies



### 6th Annual Commodities Digitalisation Forum

- **Audience:** CIO, CTO, CDO, Heads/Leaders/Experts of IT, Digitalisation, Data, Applications, CTRM, AI, Architecture
- **Themes:** Digitalisation, Disruptive Tech, CTRM, Data, AI/ML, Blockchain, Analytics



### Commodity Trade Finance Forum

- **Audience:** CFO, Heads/Leaders/Experts of Commodity / Trade / Structured Finance, Treasurer, Portfolio Management, Legal
- **Themes:** Sustainable Financing, Credit, Digitisation, Fraud, Alternative Financing



### Traders Live

- **Audience:** CEO, CFO Heads/Leaders/Experts of Trading, Front Office, Analysis, Origination, Pricing, Traffic
- **Themes:** Trading Strategies, Pricing, AI, Markets, Digitalisation, Global Macro Impacts



### Shipping & Maritime Forum

- **Audience:** COO, CIO, CFO Heads/Leaders/Experts of Shipping, Transportation, Operations, Logistics, Supply Chain, Trading, Traffic, Digitalisation
- **Themes:** Digital Transformation, Decarbonisation, Sanctions, Optimisation, Freight



### Commodities Investment Summit

The event mixes educational presentations with pre arranged meetings between investors and selected investment management firms.

- **Audience:** Chief investment Officers, Heads/Leaders/Experts of: Commodities, Energy, Portfolio Management/Design/Development, Alternative Investments, Asset Allocation
- **Themes:** Investment Strategies, Investment Manager Selection, Market Outlooks



# GLOBAL EVENTS – COMMODITIES (CONTINUED)

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## Commodities Leadership Forum

- **Audience:** CEOs, CFOs, CROs, CIOs, COOs
- **Themes:** Digital Transformation, Decarbonisation, Macro economic trends



## Commodities Procurement Forum

- **Audience:** CPOs, Heads of Procurement, Commodity Risk Management, Finance, Purchasing, and Hedging Strategy from commodity consumers (Transportation Companies, Manufacturers, Food and Beverage industries, Textile Industry, etc.)
- **Themes:** Commodity Pricing and Contract Negotiation, Sustainability, Pricing and Forecasting

# GLOBAL EVENTS – COMMODITIES

**COMMODITY TRADING WEEK AMERICAS 2024**  
[www.americas.commoditytradingweek.com](http://www.americas.commoditytradingweek.com)  
**5-6 June - Stamford, Connecticut, US**

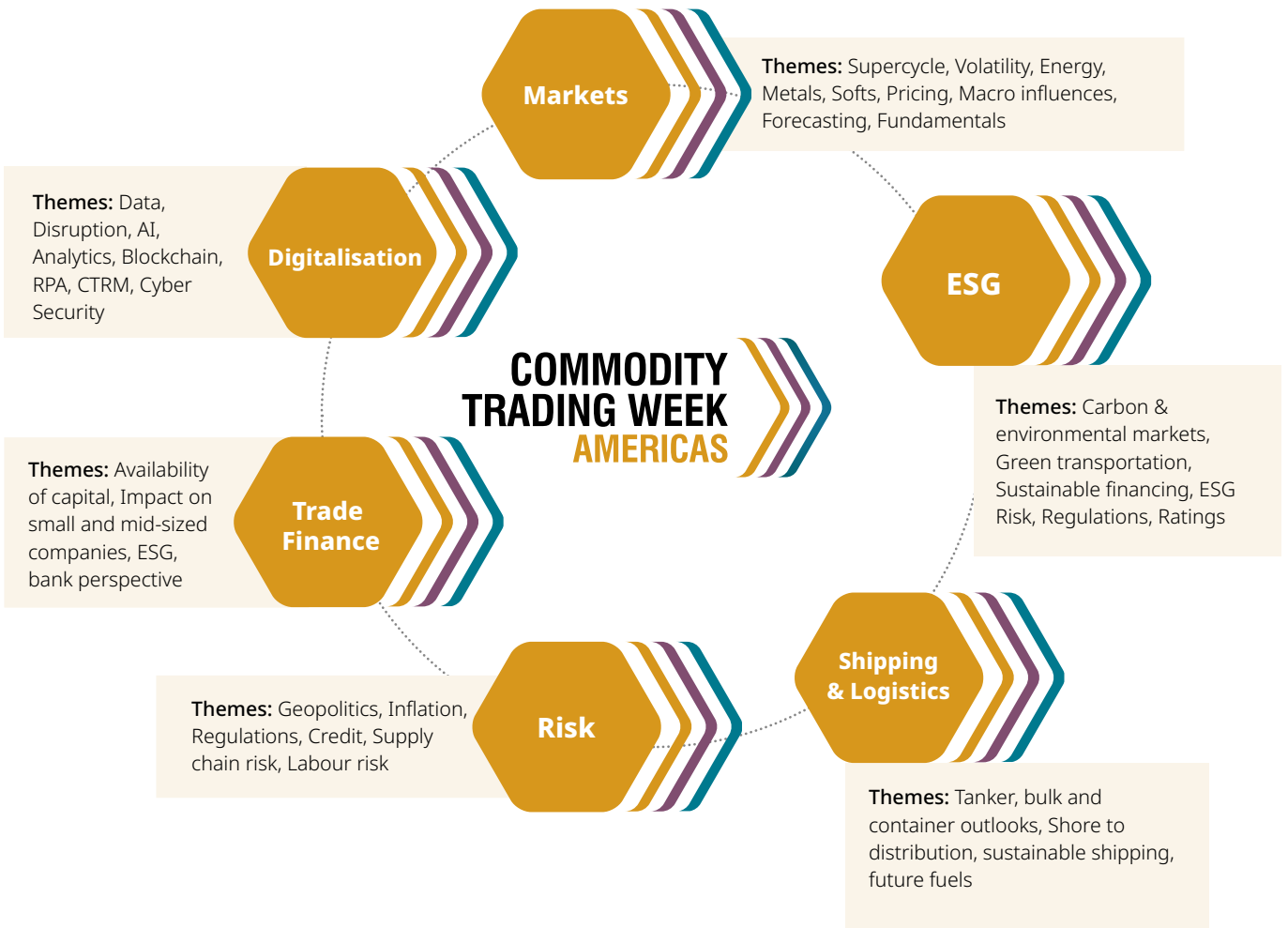


Comprised of a shared exhibition/networking area, a 4 streamed industry leading conference, drinks reception and entertainment.

**Attendees:** 500+ in person, 2000+ online

**Core audience:** Agri/Softs, Oil/Energy, Mining/Metals trading, consuming and producing companies

**Comprised of the following:**



# DIGITAL MARKETING – COMMODITIES ONLINE EVENTS

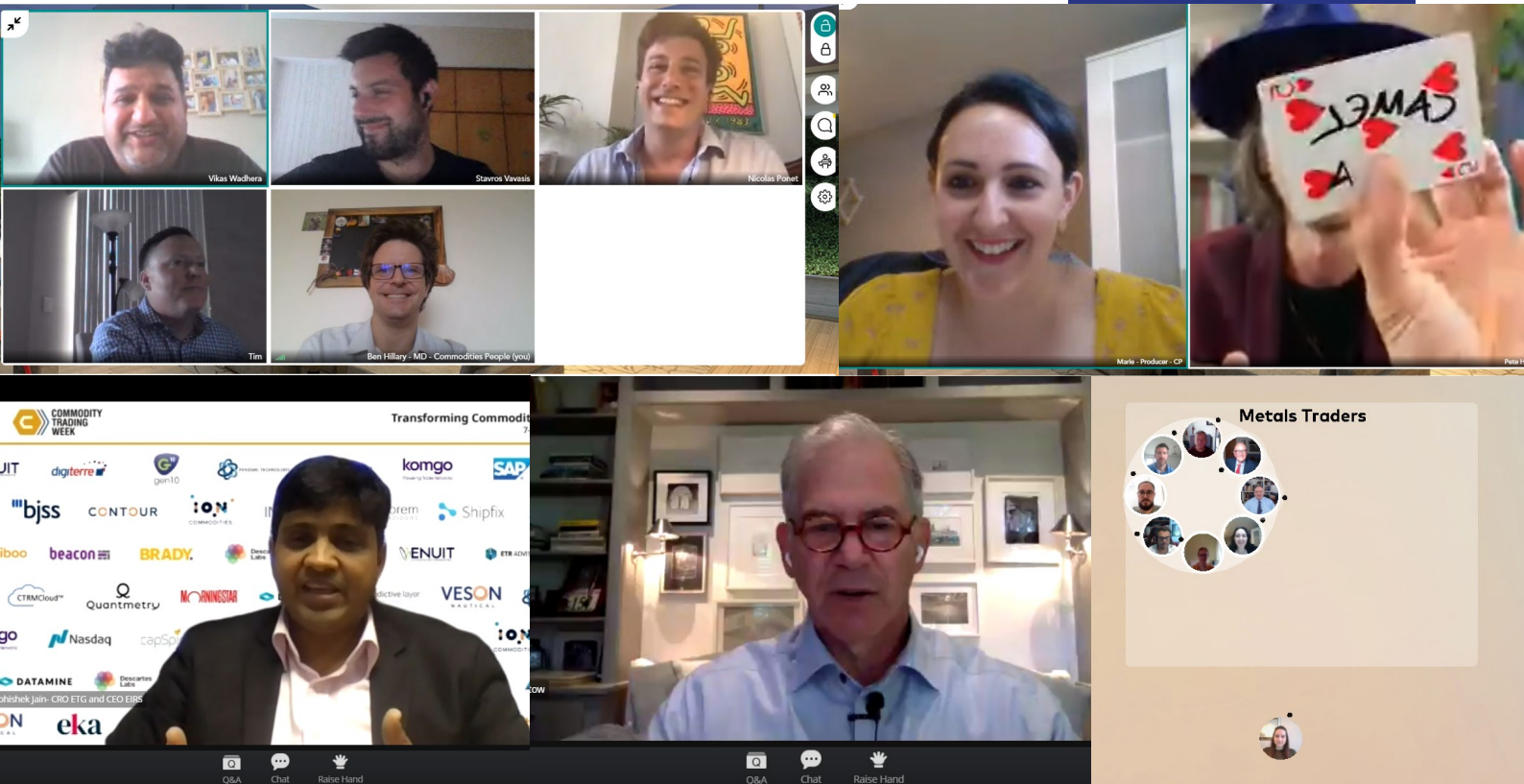
In order to provide the trading community with continual access to knowledge and networking, and to allow our partners and sponsors to lead generate, enhance their brand visibility, and demonstrate thought leadership year-round, *deep dive months* will take place as below. These will typically consist of a minimum of 6 highly targeted webinars, with additional workshops and content generation across the month. Thousands of industry participants will join each focus month.

- **18 January '24:** Comrisk & Commodity Trade Finance
- **5 March '24:** Commodities Procurement Forum Online
- **18 June '24:** Environmental Markets Online
- **25 November '24:** Commodity Sustainability



The digital solution for the conference environment is a great improvement to other webinars!

— BCG



# GLOBAL EVENTS - ENERGY

## ENERGY TRADING WEEK 2024

[www.energytradingweek.com](http://www.energytradingweek.com)

24-25 September - Tottenham Hotspur Stadium, London, London, UK

Comprised of a shared exhibition/networking area, 9 co-located industry leading conferences, 2 x drinks receptions and gala dinner.



**Attendees:** 1000+ in-person, 2,000+ Online

**Core audience:** Power / Gas / Oil / LNG / Energy trading, production/generation, consuming

**Established  
2009**



### Energy Trading Operations & Technology Summit

- **Audience:** COO, CIO, CTO, Heads/Leaders/Experts of Technology, Back Office, IT
- **Themes:** Digitisation, AI, Industry Initiatives, Business Transformation, Operational Efficiency



### ETRC - Energy Trading Regulations & Compliance

- **Audience:** COO, CCO, Heads/Leaders/Experts of Compliance, Regulatory Affairs, Legal
- **Themes:** Regulatory updates, Brexit, RegTech, Trade Surveillance/Market Abuse, Compliance Culture



### Net Zero Forum

- **Audience:** Heads of Carbon Trading, Head of PPAs, Heads of Origination, Energy Consumers, Hydrogen, Sustainability
- **Themes:** Carbon Markets, Future Energy Markets, PPAs, ESG Regulations, Storage and Batteries



### Energy Trading Digitalisation Forum

- **Audience:** CIO, CTO, CDO, Heads/Leaders/Experts of IT, Digitalisation, Data, Applications, CTRM, AI, Architecture
- **Themes:** Digitalisation, Disruptive Tech, ETRM, Data, AI/ML, IA, analytics



### LNG Trading

- **Audience:** CEO, CFO, Heads/Leaders/Experts of Trading, Commercial, Risk, Procurement, Operations, Technology from LNG Producers, Traders, Consumers, Utilities and Shippers
- **Themes:** Markets, Global Benchmarks, Contracts, Decarbonisation, Pricing, Innovation, Bunkering, Shipping



### Energy Trading Markets

- **Audience:** Everyone in energy trading, in particular Heads of Trading, Senior Traders
- **Themes:** Power, gas, oil forecasting, Technical Analysis applied to energy trading, Supply & Demand dynamics, Trading technology



# GLOBAL EVENTS - ENERGY

## ENERGY TRADING WEEK AMERICAS 2024

[www.americas.energytradingweek.com](http://www.americas.energytradingweek.com)

29-30 October – Houston Red Oak Ballroom, Texas, US

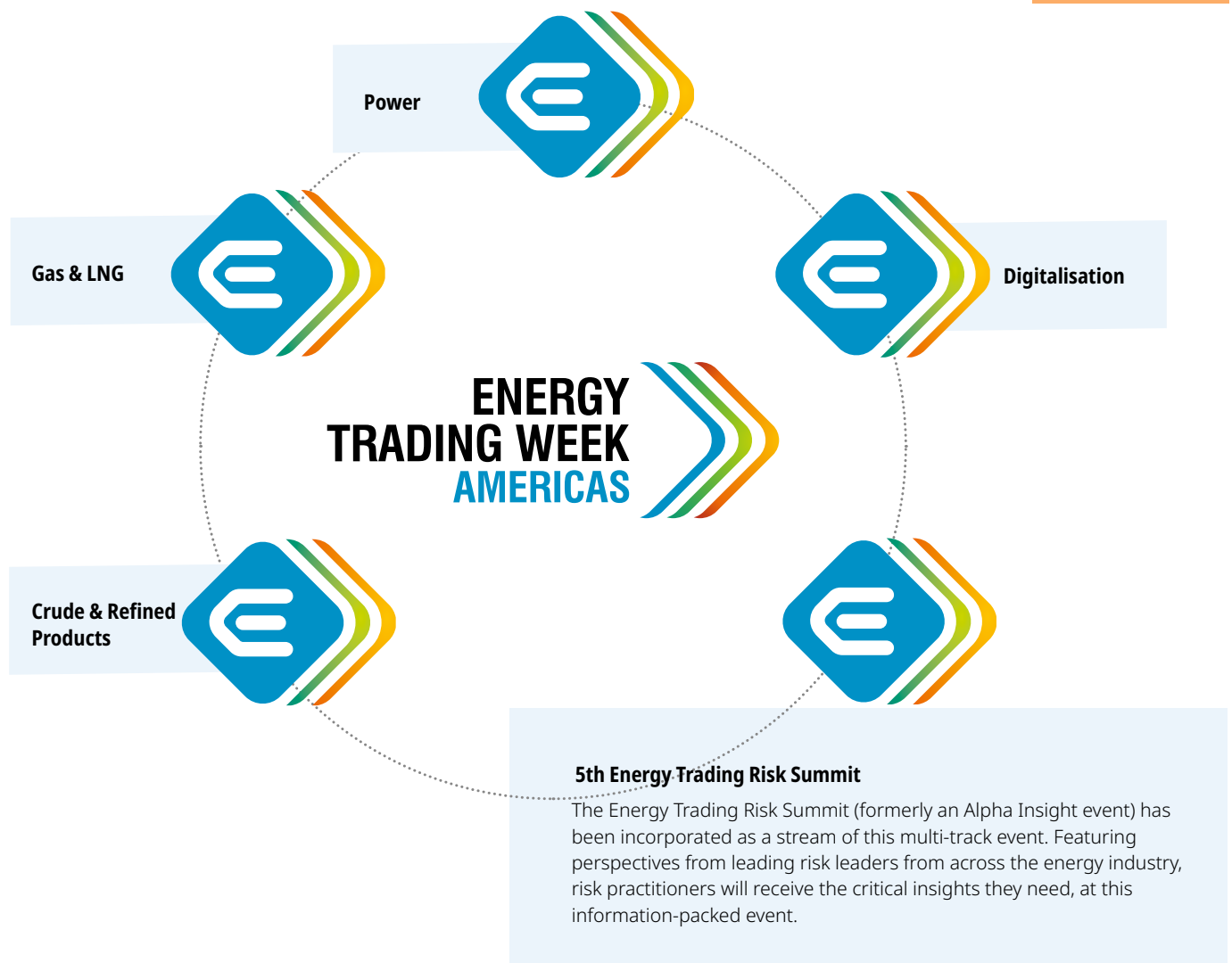


Comprised of a shared exhibition/networking area, a 5 streamed industry leading conference, drinks reception with dinner and entertainment.

**Attendees:** 1000+ in-person, 2000+ Online

**Core audience:** Power / Gas / Oil / LNG / Energy trading, production/generation

**Established**  
2019



# DIGITAL MARKETING – ENERGY ONLINE EVENTS

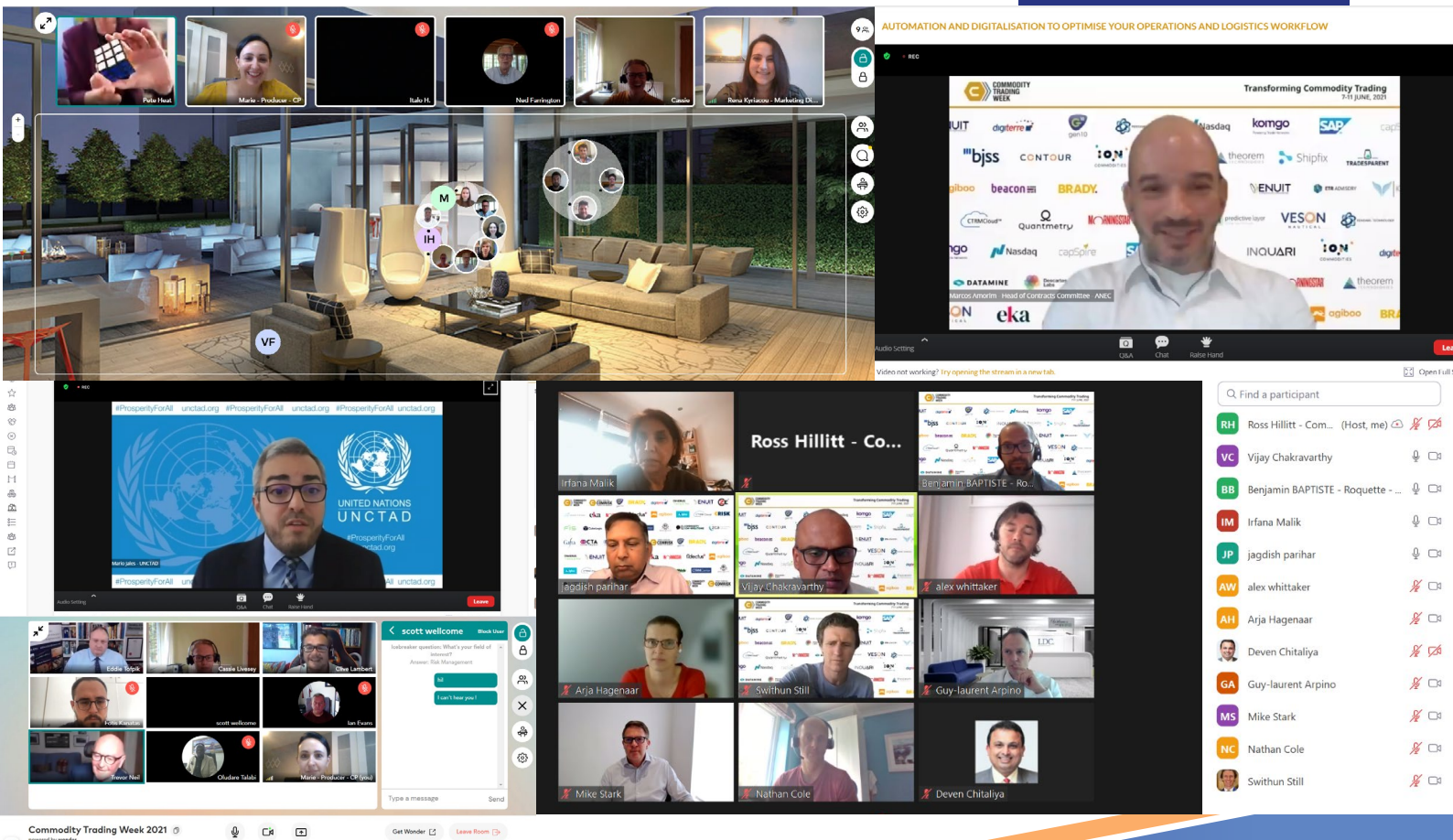
In order to provide the trading community with continual access to knowledge and networking, and to allow our partners and sponsors to lead generate, enhance their brand visibility, and demonstrate thought leadership year-round *deep dive months* will take place as below. These will typically consist of a minimum of 5 highly targeted webinars, with additional workshops and content generation across the month. Thousands of industry participants will join each focus month.

- **13-14 February '24:** Power Forecasting
- **19 March '24:** Energy Trading Regulations & Compliance Online
- **9 April '24:** Renewables & Storage Optimisation
- **18 June '24:** Environmental Markets Online



Excellent conference adapted well to remote attendance.

— Eka Software Solutions



## DEMAND GENERATION - WEBINARS

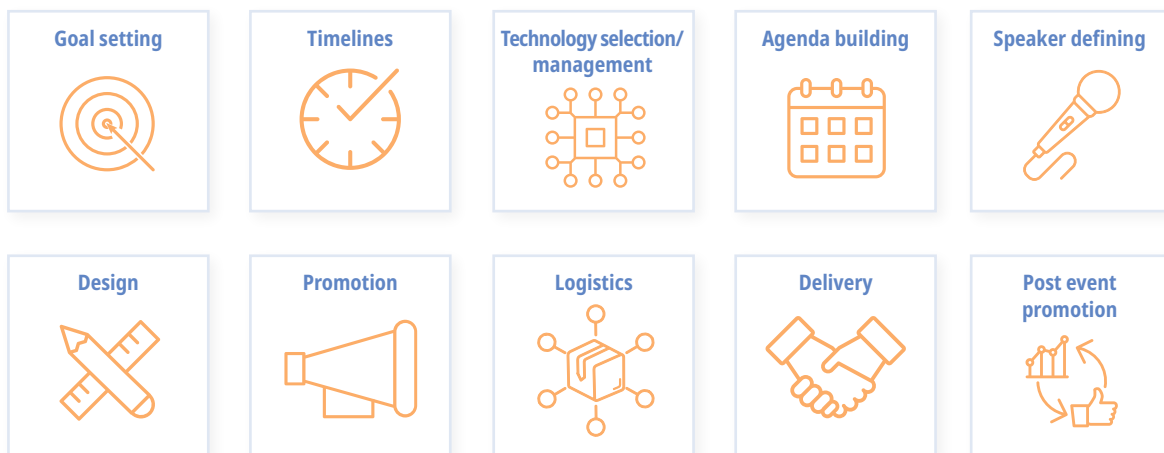
Work with us to develop targeted marketing programmes to drive awareness and interest in your products and services.

Specialisms of our demand generation programmes include bespoke webinar development and promotion, as well as a range of content creation and sharing activities.

Our client webinar development programme is one of our most popular offerings, consistently attracting extremely high numbers of registrants and attendees.

We offer a full service, using our own tried and tested methods developed over the last 10 years and perfected during the 'online only' times of covid.

The process includes, but is not limited to



Our results truly speak for themselves – with registered numbers from our last 10 client webinars below, and with live links to the final 2 recordings

For further information please request or consult our webinar prospectus

COMPANY	SUBJECT	REGISTRATIONS
Covantis	The Future of Commodities Trading: Transforming Global Commodities Trade	1948
Windward	Maritime Risk Mitigation 4.0 - From Compliance to Decarbonisation	797
EnAppSys	Trading the Energy Transition - Maximising Opportunities from Decarbonisation, Decentralisation and Digitalisation	1753
Chinsay	There is Money (and Data) Hidden in your Contracts	854
Komgo	Introducing Your Digital Agent - Episode 1: Stock Reconciliation	668
enspired	Keeping the Lights on with AI: Stabilising Energy Markets via Flexible Assets and Automated Trading	1168
Covantis	Covantis North America Launch - A New Era in Global Commodity Trading: Covantis' Eagerly Anticipated Arrival into North American Agri Markets	1892
Molecule	Energy is Exciting; ETRM is Boring	770
enspired	<a href="#">Rise of Batteries</a>	1407
NASDAQ	<a href="#">Commodities - Real Time Risk Management</a>	827

# DEMAND GENERATION – ADVERTISING, INDUSTRY CONTENT HUBS, NEWSLETTERS

## CONTENT

Content creation is a central part of our business. Beyond the standard creation via events and webinars, we support clients in 3 main ways:

# 1

### PERSONALISED CONTENT CREATION

Most commonly taking the form of an interview/series, promoted via email to our extensive database, via our newsletters, and being placed on our Commodity/Energy Trading Insider content hubs. Beyond this we can develop whitepapers, blogs, graphics, and much more.

# 2

### PLACEMENT WITHIN OUR OWN CONTENT

Contributing to any of our own publications including our industry leading commodity and energy trading annual surveys – with full credits, and branding.

# 3

### PROMOTION OF YOUR CONTENT VIA OUR CHANNELS

Should you already have meaningful, high value content we can arrange for it to be distributed to our database, social channels, newsletters and content hubs.

## ADVERTISING

### Industry Content Hubs – The Energy and Commodity Trading Insiders

Host to hundreds of items of the highest quality content – the vast majority being full length recordings of market participant led panels, presentations and webinars, and receiving thousands of weekly page view – the Insiders have become the go to location for high quality, free online content for the sector.

**Opportunities to advertise include a range of display banner ads, video ads, native ads and rich media – linked to specific topic categories, or spread across the entire content hub for maximum visibility. Sponsored and upgraded content options are also available.**

## NEWSLETTERS

On a monthly basis, our database of **185k+ industry professionals** are sent 2 **online** newsletters: The Energy Trading Insider Newsletter and the Commodity Trading Insider Newsletter.

Monthly themes will vary and include NetZero, Digitalisation, Risk, Markets in focus, and many more.

**Opportunities to advertise include a range of banner ads as well as sponsored content. Dependent on the subject there may also be the opportunity to set the theme for that months entire newsletter.**

# DEMAND GENERATION - SURVEYS / PUBLICATIONS, ON-SITE EVENTS

## SURVEYS / PUBLICATIONS

Utilising the incredible amounts of industry data we generate – twice a year we release industry defining surveys – drawn from many thousands of industry participants globally. This is in downloadable pdf format and is advertised to our entire database of 185k, and viewed by thousands of industry professionals.

**Commodity Trading Annual Survey – Released annually in summer**

**Energy Trading Annual Survey – Released annually in winter**

Opportunities to advertise include quarter / half / full pages ads, providing commentary/ analysis, sponsorship by theme.

## ON-SITE - EVENTS

Advertise directly to our on site audience of 500-1000 at each event throughout the year – digitally, via signage, banners, by physical feature – providing the strongest of support to your event team and overall sponsorship.





# CALENDAR

Month	In-person events	Online events (Global)	Publications	Webinars
			2 x newsletters per month - Energy & Commodities	2 x bespoke client webinars per month (exc July/August)
<b>January '24</b>	Commodity Trading Week APAC & Environmental Markets Week <b>Marina Bay Sands, Singapore</b>	Comrisk & Commodity Trade Finace		
<b>February '24</b>		Power Forecasting		
<b>March '24</b>		Commodities Procurement Forum Energy Trading Regulations & Compliance		
<b>April '24</b>	Commodity Trading Week Europe <b>Stamford Bridge Stadium, London</b>	Renewables & Storage Optimisation		
<b>June '24</b>	Commodity Trading Week Americas, <b>The Stamford Hotel, Connecticut, US</b>	Environmental Markets Week Online		
<b>September '24</b>	Energy Trading Week Europe <b>Tottenham Hotspur Stadium, London, UK</b>			
<b>October '24</b>	Energy Trading Week Americas <b>Houston Red Oak Ballroom, Texas, US</b>			
<b>November '24</b>		Commodity Sustainability		
<b>December '24</b>		Energy Trading Digitalisation & Digicom		

## REFERENCES



We have been working with Commodities People since 2016. They are undoubtedly respected industry leaders in the energy and commodities sector and can guarantee getting you close to your target audience either at their events or on an individual basis. They have great people working for them who are always very helpful and flexible, responding to your individual needs and last minute requests. Nothing is too much trouble in terms of delivering client satisfaction and they now have even more channels than ever for you to promote your business, disseminate your thought leadership material, raise your profile and drive leads. I highly recommend working with Commodities People.

— *Digiterre*



Really a huge thanks for everything, you moderated the webinar so well and CP's work was crucial to achieve these great numbers! Looking forward to working together again!

— *enspired*



You don't truly work in energy until this is in your event calendar.

— *Volue*



The Commodities People team are extremely professional and have been a pleasure to work with as a sponsor and speaker partner.

— *Veridapt*



Thanks again for your wonderful conference. It always feels like a family meeting to me!

— *ElCom - Swiss Electricity Regulator*



The networking programme was outstanding.

— *Baywa AG*



I would like to thank you for managing, administering, and moderating the webinar today. You and Marie did an excellent job. I am very happy with the outcome and received a lot of positive feedback as well from the attendees. Looking forward to continue promoting our efforts in the industry together.

— *Covantis*



You are a class organisation and organiser.

— *Climate Neutral Commodity*

# OUR TEAM... YOUR TEAM

Our team has a combined total of nearly 100 years working and developing relationships in energy and commodity trading markets. Working with us puts all of our networks at your disposal.



**BEN HILLARY**  
Managing Director



**HOWARD WALPER**  
CEO, Americas



**MARIE PÉGOUD-FÉJOZ**  
Content Lead - Energy & Commodities



**RUSS MORROW**  
Commercial Director



**RENA KYRIACOU**  
Marketing Director



**PAOLA GALANTI**  
Senior Account Manager



**SAMANTA FAWCETT**  
Senior Conference Producer



**TONY TRAN**  
Senior Event Producer – APAC Commodities



**GINA DALE**  
Operations Director



**AGNES LUCZAK**  
Commercial & Sponsorship Manager



**TIFFANY MAYNE**  
Campaign Marketing Manager



**JESSICA JONAH**  
Client Success & Community Manager



**CATHERINE LEMIN**  
Regional Commercial & Sponsorship Manager, Americas



**JED BROOKE-WILLIAMS**  
Commercial & Sponsorship Manager



**EMILY STEPHENS**  
Content Marketing Manager



**SOULTANA PAPADOPOULOU**  
Digital Marketing Manager



**VASILIKI NTISO**  
Graphic Design & Digital Marketing Executive

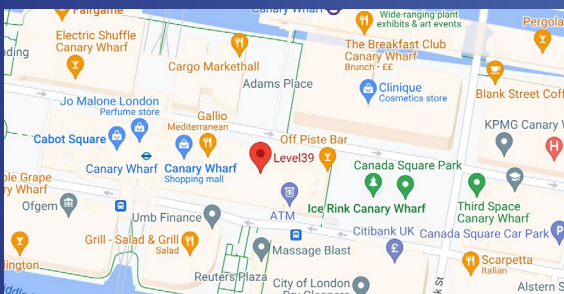


**CATH BRASSELL**  
Commercial & Sponsorship Manager

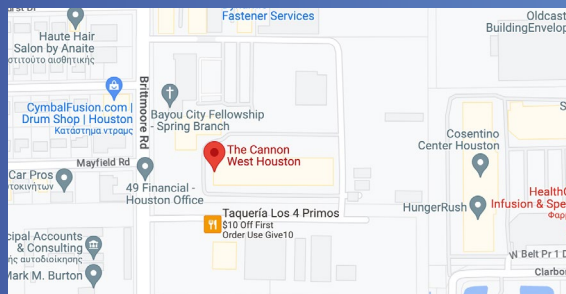


**RICARDO SIMMS**  
Commercial & Sponsorship Manager

## OFFICE LOCATIONS



**COMMODITIES PEOPLE**  
Level 39, One Canada Square  
Canary Wharf, London E14 5AB  
Tel +44 (0) 20 7111 1615



**COMMODITIES PEOPLE AMERICAS**  
The Cannon @ the Energy Corridor  
1334 Brittmore Road, Houston, TX 77043  
Tel +1 (202) 365-4856



With additional representative offices in:  
Paris FR, Milan IT, Hanoi VN, Raleigh USA, Kaunas LT, UK: Birmingham, Darlington, Northampton, Stowmarket, Newport, Dorset