



INFLUENCE NEXT

About Influence Next

Get ready to mix and mingle at Influence Next, where trailblazers and retail gurus come together for a jam-packed day of learning and networking! Dive into the exciting worlds of Social Commerce, AI, and influencer marketing, with a spotlight on the titans TikTok and Amazon. It's all about unlocking growth and whipping up savvy strategies for retailers to tap into their full potential!

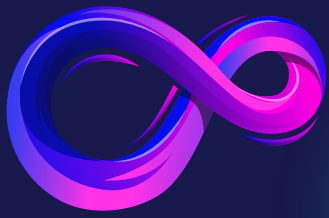
Jan 16th, 2025

9AM-6PM

Central London

AGENDA

- Breakfast/ Opening Word
- Keynote Speech - Guy Laurent Epstein, CMO UEFA (TBC)
- Panel 1:
- Panel 2:
- Rountables:
- Networking/ Exhibit Hour/ Lunch
- Panel 3
- Panel 4
- Networking/ Workshops
- Closing Keynote
- Cocktail Hour



ATTENDEE PROFILE

Influence Next is free for retail guests. Our invitees are leaders in online fashion, beauty, lifestyle, health, electronics, furniture, and toys/games.

We invite all sizes of retail from pureplay SMEs to Enterprise B2C and B2B brands.

The titles of our attendees are predominantly:

- C-Suite/Owner/Founder
- E-Commerce Director
- Marketing Director
- Social Media Director
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We expect to have 100-150 sign-ups, 80% of which are brands. The remaining 20% would be from media/academia/consulting and social media influencers.

SUMMIT

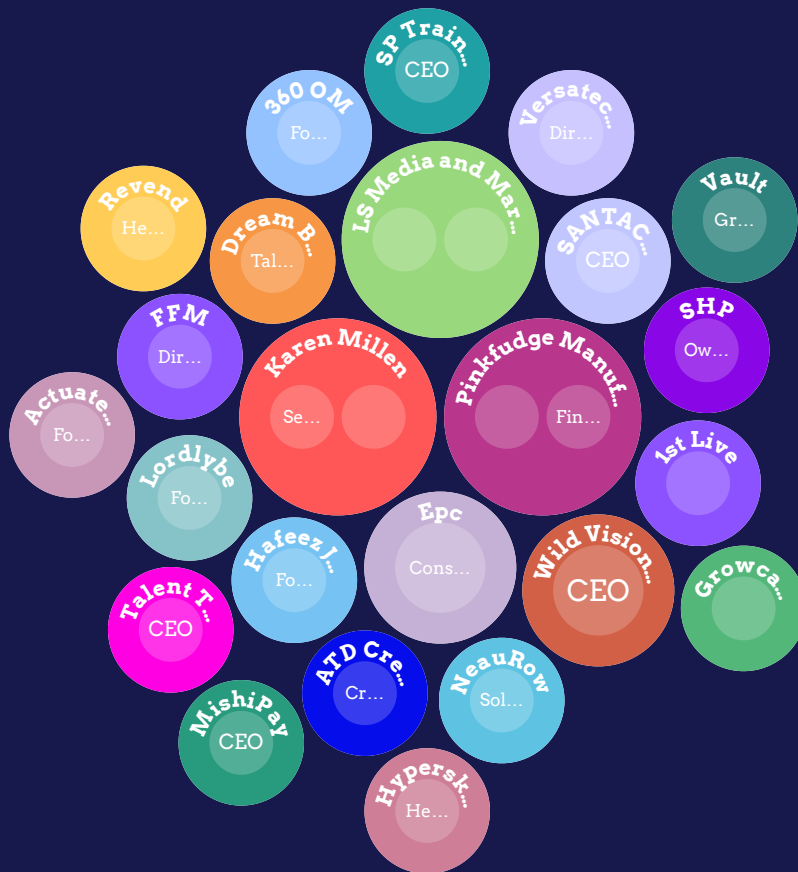
INFLUENCE NEXT



Current as of 30/09/2024

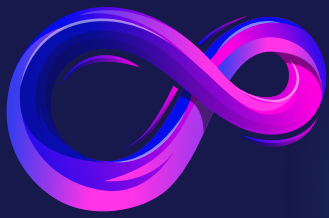
Explore How Brands Can Leverage Next Gen AI to skyrocket
Social Selling

LOOK WHO'S COMING



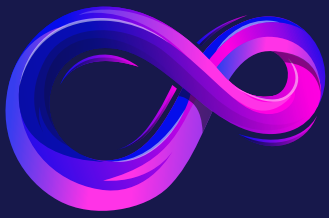
Our Sponsors





SPONSORSHIP PACK

- Co-Keynote: Fireside Chat Style Keynote between Sponsor and Headline Speaker
- Panel Speaker: C-Level speaker to join Panel of retailers to discuss highly relevant topics (see sample agenda for suggested topics)
- Roundtable Host: Host a table of up to 10 attendees leading a topic of your choice
- Workshop Host: Host a breakout workshop on more technical/practical topics
- Branding Partner: Brand the breakfast/lunch or cocktail hour and have a 5-minute intro on stage to invite people to network and enjoy the food and beverages.



PRICING

Introductory Offer- Valid Until September 30th 2024

Co-Keynote/Headline Sponsor - £25,000

Panel Sponsor -£7500

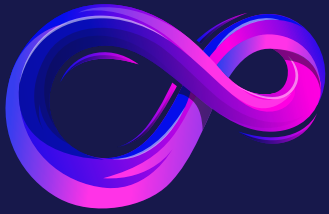
Roundtable Sponsor - £5000

Workshop Sponsor £5000

Branding Sponsor - £5,000

Exhibitor - £5000 or £2500 with any speaking or branding sponsorship

All sponsorships include: Attendee list, full branding and inclusion in all marketing materials and invites. 2-4 tickets for team members and a code to invite your retail prospects. You will be featured in the weekly newsletter and be part of all post-event marketing plus the matchmaking service we will be providing to add extra value to your participation.

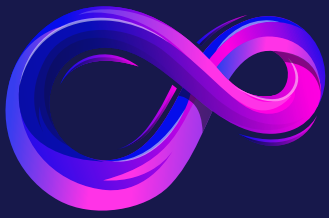


PAST EVENTS

While this is the inaugural Influence Next event, Chocolate-Commerce has a vast background in hosting white label events in the eCommerce space.

These include:

- The Headless Summit LDN & NYC - Amplience
- Fashion Digital NYC, LDN, LA - Greenpearl Events
- Adobe Retail Dinners NYC - Gershon Media
- Retail Networking Dinners LDN, LA, NYC - Smart Gift, Juno, Scayle, Chameleon Collective, Crealytics, Flow.io



REVIEWS

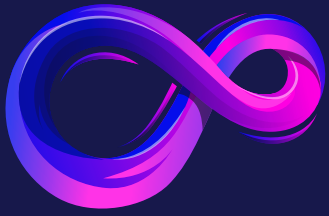
“Having previously sponsored and got a lot of value out of Fashion Digital, I was pleased at the opportunity to have Tina’s company, the Chocolate Consultancy produce our company summit.

Tina worked diligently with our internal marketing team to produce “London Calling: The Headless Summit”

Tina’s ideas around a more interactive format, shorter bursts of content and more networking in a non-sales environment worked really well. It was also a huge bonus to generate revenue for the event through partner sponsorship which enabled us to put on a bigger, better event with some excellent speakers.

The result was a full house of engaged prospects, over 150 people attended with an outstanding ratio. I highly recommend The Chocolate Consultancy to any organisation looking to raise their profile and add a layer of professional sophistication to their thought leadership events.”

**James Brooke,
CEO, Amplience**



REVIEWS

“Tina is an expert in the fashion e-commerce space. It's a pleasure to work with her because she always provides honest feedback on agenda topics and speaker ideas for upcoming events. She is extremely diligent in her work, is well-connected in the industry (and always willing to make introductions!) and is whiz at closing deals.”

Erika Bradbury

Editorial Director
PR News

”I’ve had the pleasure of working with Tina on many occasions and every time she delivers outstanding service and achievements. Highly recommended

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Max Kissick-Jones, Head of Partnerships
EMEA | CommerceTools



ABOUT CHOCOLATE COMMERCE

Chocolate-Commerce is a Sales and Marketing Consultancy for E-Commerce.

Founded in 2016, we focus on Fractional Sales, Outbound Marketing and Events to connect Technology Service Providers with Retailers.

Chocolate-Commerce LIMITED is the parent company of Influenster.ai and Influence Next



ABOUT INFLUENSTER.AI

Influenster.ai is an innovative Influencer Marketing Agency that utilises the AliveCore Social Listening Platform to provide in-depth data on what Influencers are driving consumers to brands and niches. We connect brands with their ideal influencers and manage high growth collaborations while providing in-depth performance analysis.

ABOUT INFLUENCE NEXT

Influence Next is a community of thought leaders dedicated to creating a platform for educating and advancing social commerce. In a market flooded with AI and innovations that remain unclear, we unite retailers and innovators to navigate this complex landscape, fostering business relationships that promote scalable growth.



TERMS AND PAYMENT

Sponsorships under £10,000 will not be subject to contracts and will be invoiced for immediate payment.

Sponsorships over £10,000 will be subject to contract and invoiced on 15 day payment terms and must be paid by December 30th 2025

Sponsors can pay by Credit Card or BACS

Sponsorships are non-refundable unless the event is Cancelled by Chocolate-Commerce LIMITED. If the event is rescheduled to a date the sponsor cannot make, the money will be refundable. If the sponsor cannot attend the advertised event for unforeseen reasons the sponsorship will be applied to another event or refunded at the discretion of Chocolate-Commerce in these depending on the circumstances.