



SALES COMPENSATION SUMMIT 2021

TUES 8th JUNE & WEDS 9th JUNE
1pm- 4pm (UK) | VIRTUAL EVENT

Build, grow and redefine your sales compensation plans

#SALESCOMPSUMMIT2021



Updated sessions to help you adapt your sales compensation strategies during and post pandemic

Europe's biggest sales compensation event



- > Live sessions with David Cichelli, **a world-leading expert in sales compensation solutions** with guru status
- > Join us online for the **full conference experience**
- > Special 'how-to' **on demand sessions** to watch when you want
- > Learning, **ideas and strategies**
- > Case-study **insights** into revamped sales compensation programmes
- > Master the **sales incentive practices that work**
- > **100 guest tickets** – apply now, replicate the conference experience at home

E-reward is Europe's most successful and experienced provider of rewards education.



- Europe's only conference dedicated to sales compensation is back for its fifth successful year.
- Redesigned, refreshed content and format for post pandemic including the world-respected wisdom of David Cichelli.
- Hosted by E-reward, the UK's biggest sales compensation conference is back to show professionals the best way to get sales compensation right.

AGENDA AT-A-GLANCE

Join us online via your PC or tablet, wherever you have internet access.
Afternoon sessions across two consecutive days in June.

| BST (UK) | DAY 1: Tuesday 8th June 2021 | DAY 2: Wednesday 9th June 2021 |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12.00pm-1.00pm | Exhibition | Exhibition |
| 1.00pm | Speaker sessions begin | Speaker sessions begin |
| 1.10pm | <p>MASTERCLASS</p> <p>Sales compensation gravity: How revenue growth drives sales compensation</p> <p>David Cichelli, Revenue Growth Advisor, Alexander Group</p> | <p>MASTERCLASS</p> <p>Effective sales compensation – Adopt best-practice building codes</p> <p>David Cichelli, Revenue Growth Advisor, Alexander Group</p> |
| 2.00pm | <p>CASE STUDY</p> <p>VARICENT</p> | <p>CASE STUDY</p> <p>OPENSYMMETRY</p> |
| 2.25pm | Break | Break |
| 2.35pm | <p>SPM</p> <p>Integrating SPM for agile HR</p> <ul style="list-style-type: none"> • Agile HR and SPM: where to start? • Systems that can withstand disruption • Using Data to optimise compensation spend <p>Aleksandra Arhipova, Regional Sales Manager, beqom</p> | TBC |
| 3.00pm | <p>CASE STUDY</p> <p>Keyloop realigns sales compensation to reward growth</p> <p>Jameson Riley, Principal, Alexander Group</p> <p>Jeremy Wilson, Director of Sales Operations, Keyloop</p> | <p>POST-PANDEMIC SALES COMP PRACTICES</p> <p>How does sales compensation support digital selling?</p> <p>Matt Greenstein, Principal, Alexander Group</p> |
| 3.45pm | <p>Q&A</p> <p>Your sales compensation questions answered</p> | <p>Q&A</p> <p>Your sales compensation questions answered</p> |
| 4.00pm | Speaker sessions end | Speaker sessions end |
| 4.00pm-5.00pm | Exhibition | Exhibition |

Programme timings will be based on British Summer Time (BST).

Overview

The Sales Compensation Summit 2021 is presented by E-reward, a leading source of contemporary thinking in rewards programmes. Join us for our fifth annual sales compensation conference, this year led by David Cichelli of the Alexander Group, a world-leading expert in sales compensation solutions with guru status.

- Gain understanding from David's 25 years of extensive survey-based research.
- Understand how your growth rate affects your sales department's mission and pay programme.
- Learn best-practice sales compensation design principles.
- Follow proven sales compensation design practices to craft the right pay programme for your sales team.

100
FREE
TICKETS

THE FIRST 100 APPROVED APPLICANTS ARE ENTITLED TO A FREE TICKET

If you are a senior reward, HR, finance or sales operations manager (in-house only) apply for one of the 100 free tickets for our fifth annual sales compensation conference, taking place virtually over two live-streamed afternoons on 8th and 9th June 2021.

We have 100 free tickets reserved for senior reward, sales and finance managers (in-house only).

- Reward Manager; Sales Incentive Manager
- Head of Reward; Director, Compensation and Benefits
- Director, Sales Operations; Sales Director
- HR Director
- Finance Director; Vice President, Finance

These roles can all learn how to pivot and adapt their sales compensation strategies now, post pandemic and into the future.

Just £95.00 + VAT for all other delegates.



Your new host for our 2021 event

We are hugely delighted to announce that the Alexander Group's **David Cichelli** will be leading this year's event. He will be taking the virtual stage from Arizona, USA, to share his practical insights to help you excel in your sales compensation programmes.

Few serious students of sales compensation can have escaped the influence of David Cichelli, whose best-selling book, *Compensating the Sales Force*, remains a core handbook for those working in sales rewards. David's experience, knowledge and highly-practical insights into sales compensation shine through in his work. A rare richness comes from his long perspective, experience and 25 years of extensive survey-based research.

- He will bring his wisdom to help drive delegates' sales growth objectives with powerful sales compensation programmes.
- David has instructed thousands of sales compensation stakeholders to create best-in-class pay programmes for sales talent.
- David is, without doubt, the leading authority on using sales compensation to reward seller success.
- Widely recognised by world-class sales teams, national professional associations and trade publications for his work in linking sales compensation to management's objectives,
- He's a frequent speaker on sales compensation topics and the author of WorldatWork's sales compensation classes.

**Get sales compensation right.
Eliminate errors and uncertainty.**

David contributes his consulting experience to a wide array of sales organisations. His clients include leading companies across corporate America and Europe. David helps clients redefine and deploy go-to-customer solutions to achieve their revenue objectives through the co-ordination of marketing, sales and service resources. He is the Alexander Group's sales compensation practice leader.



The best EMEA Conference For Sales Compensation Professionals

Don't miss this one-of-a-kind conference offered to the UK and European sales compensation community.

Hear new insights into leading-edge practices for this mission-critical pay programme from the world's leading expert in sales compensation solutions.

If you are in sales leadership, sales operations, HR or finance, this is the event for you. Network with other leading practitioners, gain insight from our subject matter expert, David Cichelli. Learn the latest innovations in sales compensation automation solutions from our valued partners.

Your sales compensation plan needs your attention. Incentive plans for sales teams can quickly become dated, misaligned and ineffective.

Delegates will gain these insights:

- Why sales compensation works.
- Why sales compensation must change.
- Why you need a process to guide your sales team to the next level of effectiveness.
- Why you must lead the process to ensure programme success.

You may already have a successful compensation programme. However, you need to keep it that way. Understand why sales compensation plans evolve. Revenue leadership must be diligent to revise pay plans to align with changing business strategies.

Bring courage to change management. Use leadership change methods to encourage sales personnel to embrace small and sometimes large changes to the pay programme. Recognise that great job design is the heart of sales effectiveness. Sales compensation supports the sales job charter. Get the job right, and the pay plan is easy to configure.

Your goal: Learn from others, identify action steps and apply new solutions to reward your sellers.

Who attends

We are expecting a senior audience of 100-150 practitioners with responsibility for managing sales compensation from some of the major brands and forward-thinking organisations in the UK and mainland Europe.

Here's a sample of the delegates who attended our 2019 conference:



Organisations

| | | | |
|-----------------------------------|-----------------------------|-------------------------|----------------------|
| Aesop Ltd | Centrica | Hanson UK | Ralph Lauren |
| AMC Networks International | Cerner Corporation | IHS Markit | Refinitiv |
| Ascential | Cisco | Iron Mountain | Ricoh UK |
| Aviva | Clarivate Analytics | Johnson Controls | Siemens |
| BP | Cloudreach | Michael Kors | SThree |
| Breast Cancer | Dun & Bradstreet | Novo Nordisk | The Body Shop |
| BT | eBay | Open University | VELUX |
| BT Global Services | Enzo | OpenMarket | VERIZON |
| Cancer Research UK | Euronet Worldwide | PayPal | Western Union |
| Capita | First Data | Perrigo Company | Worldpay |



Jobtitles

| | | | |
|-----------------------------------------------------|---------------------------------------------------|-------------------------------------------|-------------------------------------------------------|
| Associate Director, Total Rewards | Global Compensation Manager | Head of Sales Compensation | Reward Partner |
| Bonus and Commission Manager | Global Reward Manager | Head of Sales Operations | Reward Professional |
| C&B Director | Global Sales Commissions Director | HR Business Partner | Sales Compensation Executive Director |
| Commissions Analyst | Global Sales Compensation Leader | HRBP | Sales Compensation Manager |
| Commissions Analyst | Global Sales Director | Incentive & Governance Manager | Senior Compensation Analyst |
| Compensation & Benefits Manager | Global Sales Senior Reward | Incentive Operations Manager | Senior HR Manager - Reward Specialist |
| Compensation and Benefits Consultant | Global Sales/Commercial Operations Manager | Interim Senior Reward Professional | Senior Manager Global Sales Compensation |
| Compensation Manager | Head of Commissions | Manager, Total Rewards EMEA | Senior Reward Business Partner |
| Compensation Manager | Head of Global Remuneration & Reward | Pay Plan & Incentives Manager | Total Reward Partner |
| Director Global Compensation & Benefits | Head of Reward | Reward Analyst | Total Rewards Manager Spain |
| Director of Compensation and Benefits | Head of Reward | Reward Business Partner | Transformation Lead, Sales Reward |
| Director Sales Compensation | Head of Reward | Reward Director | UK Sales Compensation Manager |
| Director Total Rewards EMEA | Head of Reward | Reward Director | |
| Director, Global Compensation & Benefits | Head of Reward | Reward Manager | |
| Director, Total Rewards | Head of Reward & Benefits | Reward Manager | Vice President Total Rewards and Hr Operations |
| | Head of Reward, EMEA | Reward Manager | |

Our sponsors have generously funded the speaker fees and the cost of the entire conference so that we can offer free places to 100 delegates.

All of our sponsors work within the sales compensation field so we hope you enjoy their specific sessions and please do chat to them if you can. It's events like this that are so important in keeping our profession as up to date and respected as it is.

Thanks again to all of our sponsors, without whom this event could not happen each year!



VARICENT

Varicent is the leading provider of innovative Sales Performance Management software focused on helping organisations Plan, Operate and Pay to drive sales performance and growth. With a full suite of solutions to assist in smarter territory and quota planning, efficient lead-to-revenue operations, and the fastest and most flexible way to pay sellers accurately and on-time, Varicent is the trusted SPM solution for customers worldwide.

Varicent combines powerful SPM technology with augmented intelligence-powered platform to enable customers to quickly and easily see and address sales trends, problem areas, and opportunities by predicting outcomes and prescribing actions to optimize revenue.

Learn about what makes [Varicent](#) unique and how our team partners with your organisation for superior results.

Email: Marketing@varicent.com
Web: <https://varicent.com>



to make your people **happy**

BEQOM

Happiness is the best driver for success. Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align, and motivate employees and partners.

The beqom Total Compensation platform is used globally across all industry sectors by over 100 large companies such as Swisscom and DHL. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, Sales and Finance leverage our platform to drive performance, retention, cost optimisation, efficiency, compliance and ... happiness among their people.

To arrange a meeting with the beqom team during the conference, please visit:

www.beqom.com/2021-emea-ereward-sales-compensation

Tel: +44 203 668 6837
Email: www.beqom.com/contact-us
Web: www.beqom.com



OPENSYMMETRY

OpenSymmetry is a global consulting company that specialises in the planning, implementation and management of sales performance management (SPM) solutions supported by the industry's leading technology suppliers. Since 2004, OpenSymmetry has enabled its customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results. With seven consecutive years on the Inc. 5000 list of the fastest-growing private companies in America, OpenSymmetry has successfully delivered over 1,500 projects around the world. Headquartered in Austin, Texas, with offices in the UK and India, OpenSymmetry has twice been recognised as one of Inc. Magazine's Best Workplaces.

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Your Sales Compensation Summit host

DAVID CICHELLI

REVENUE GROWTH ADVISOR, THE ALEXANDER GROUP

David is a recognised thought leader, author, speaker and instructor regarding sales-effectiveness challenges and solutions. He is a revenue growth advisor for the Alexander Group, a revenue growth consulting firm. He contributes his knowledge and experience to a wide array of sales organisations and has worked with hundreds of these organisations to structure, manage and deploy winning sales functions. The Alexander Group's Revenue Growth Model™, helps ensure and sustain alignment between customers and sellers.

David is internationally known for his strategic insights into the growth and evolution of sales entities as they serve expanding business unit ambitions in ever-challenging markets. His most recent book is *The Sales Growth Imperative*, published by McGraw Hill. In this book, readers learn how to use the Sales Growth Model™ to select the right sales strategies through different phases of growth.

Additionally, he is a world-renowned expert in sales compensation and acts as the firm's sales compensation practice leader. Widely recognised by US professional associations and trade publications for his work in linking sales compensation to management's objectives, David is a frequent speaker on sales compensation topics. His audiences include corporate, industry associations, trade shows and those seeking continuing education.

He is author of the best-selling book, *Compensating the Sales Force*, published by McGraw Hill. David's experience and knowledge in sales compensation shine through in this book. Often referred to as the 'must-have' book for those working in sales compensation, this publication offers industry analysis, thought leadership and practical tips.

In addition, David has authored numerous articles for industry publications, including: *Workspan*; *Selling Power*; *Sales and Marketing*; *BAI Banking Strategies*; and *SGIA Journal*.

His work as an instructor includes developing and teaching sales compensation courses for WorldatWork. David has also served on the faculty at the Merage Foundation at the University California, Irvine, and Columbia University.

David has been with the Alexander Group for more than 35 years. His previous experience includes the role of field sales support for an industrial chemical company and as a sales compensation practice manager for a large HR consulting firm.

Speakers



JAMESON RILEY
PRINCIPAL, THE
ALEXANDER GROUP

Jameson is a principal in the Alexander Group's London office. He is the leader of the Alexander Group's European region with responsibility for EMEA client account management and project work. He has led a variety of project types including segmentation, coverage, job design, sales compensation projects with a focus on transformation projects across the globe. Most recently, Jameson has supported European clients on revenue growth and management issues with global and local European impact.

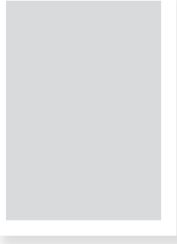
Prior to joining the Alexander Group, Jameson was an associate and senior associate at a global management consulting firm, where he was engaged in a variety of projects including due diligence, organisational effectiveness, growth strategy and resource allocation. His clients represented multiple industries including, consumer goods, retailing, financial services and logistics.



MATT GREENSTEIN
PRINCIPAL, THE
ALEXANDER GROUP

Matt is a principal based in the Alexander Group's New York office. He has responsibility for leading the firms life science and analytical instrument, health insurance and digital transformation practices. His areas of focus include large scale transformation and integration across all commercial functions – tactical marketing, sales and service. Matt has global consulting experience and is known for his fact-based, hypothesis-driven, problem-solving style.

Matt has more than 10 years of management consulting experience. Prior to joining the Alexander Group, Matt held sales and marketing leadership positions with a major information management company.



JEREMY WILSON
DIRECTOR OF
SALES OPERATIONS,
KEYLOOP

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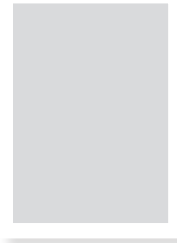
VARICENT SPEAKER
JOB TITLE

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ALEKSANDRA ARHIPOVA
REGIONAL SALES
MANAGER, BEQOM

Aleksandra manages beqom's new and existing client relationships in UK&I, Nordics and the Middle East. She has over 10 years' experience helping large enterprises select optimal software solutions to enable digital transformation. At beqom, Aleksandra supports businesses looking to optimise all their reward processes, from salary review, bonus, LTIP to sales commissions. She holds a Masters in commercial law from King's College London.



OPENSYMMETRY SPEAKER
JOB TITLE

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| DAY 1: TUESDAY 8 th JUNE 2021 | | |
|------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| START TIME* | | SESSION |
| 12.00pm-1.00pm | EXPO | VISIT OUR VIRTUAL EXHIBITION |
| 12.45pm | LOG IN | REGISTRATION & NETWORKING |
| 1.00pm | SESSIONS START | WELCOME – THE AFTERNOON AHEAD |
| 1.10pm | MASTERCLASS | <p>SALES COMPENSATION GRAVITY: HOW REVENUE GROWTH DRIVES SALES COMPENSATION</p> <p>DAVID CICHELLI, REVENUE GROWTH ADVISOR, THE ALEXANDER GROUP What's the best sales compensation programme? It depends on the revenue growth of the company. High-growth companies use one set of sales comp solutions, while slower growth companies use different pay programmes.</p> <p>Learn how the four phases of revenue growth influence features of sales comp plans:</p> <ul style="list-style-type: none"> • Start-up • Scaling • Re-evaluation • Optimisation <p>Understand why special sales programmes – such as solution selling, new product focus and insight-led selling – need new sales compensation solutions.</p> |
| 2.00pm | CASE STUDY | <p>VARICENT</p> <p>NAME, JOB TITLE, CO-PRESENTER</p> <p>TBC</p> |
| 2.20pm | SOCIAL | VARICENT PRIZE DRAW |
| 2.25pm | SOCIAL | TEA BREAK & NETWORKING |
| 2.35pm | SPM | <p>INTEGRATING SPM FOR AGILE HR</p> <p>ALEKSANDRA ARHIPOVA, REGIONAL SALES MANAGER, BEQOM</p> <ul style="list-style-type: none"> • Agile HR and SPM: where to start? • Systems that can withstand disruption • Using Data to optimise compensation spend |
| 2.55pm | SOCIAL | BEQOM PRIZE DRAW |
| 3.00pm | CASE STUDY | <p>KEYLOOP REALIGNS SALES COMPENSATION TO REWARD GROWTH</p> <p>JAMESON RILEY, PRINCIPAL, THE ALEXANDER GROUP</p> <p>JEREMY WILSON, DIRECTOR OF SALES OPERATIONS, KEYLOOP</p> <p>Keyloop, a leading provider of integrated technology solutions to the automotive industry, identified an opportunity to increase revenue growth through alignment of sales roles and compensation plans. Learn how updating compensation plans to include growth-oriented metrics and mechanics supported the Keyloop team in outperforming target during the challenging COVID-selling year.</p> |
| 3.45pm | INTERACTIVE DISCUSSION | <p>SPEAKER Q&A, POLL RESULTS</p> <p>Your questions to our speaker panel.</p> |
| 4.00pm | SESSIONS END | CLOSE OF DAY 1 |
| 4.00pm-5.00pm | EXPO | VISIT OUR VIRTUAL EXHIBITION |

| DAY 2: WEDNESDAY 9 th JUNE 2021 | | |
|--------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12.00pm | EXPO | VISIT OUR VIRTUAL EXHIBITION |
| 12.45pm | LOG IN | REGISTRATION & NETWORKING |
| 1.00pm | SESSIONS START | WELCOME – THE AFTERNOON AHEAD |
| 1.10pm | MASTERCLASS | <p>EFFECTIVE SALES COMPENSATION – ADOPT BEST-PRACTICE BUILDING CODES</p> <p>DAVID CICHELLI, REVENUE GROWTH ADVISOR, THE ALEXANDER GROUP</p> <p>Less than effective sales compensation programmes suffer from poor design decisions. Powerful and aligned sales compensation plans subscribe to a set of company-defined building codes – that is, well-documented sales compensation design principles.</p> <p>Learn how HR-sponsored ‘fixed designs’ and organisation jobs can imperil a sales organisation. Use these best-of-breed principles to build effective sales compensation plans that are simple, easy to understand and reward the right results.</p> <p>Edit the suggested ‘Guide to Sales Compensation Design’ for application at your company!</p> |
| 2.00pm | CASE STUDY | <p>OPENSYMMETRY</p> <p>NAME, JOB TITLE, CO-PRESENTERS</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet orci vel ultricies ullamcorper. Suspendisse at mauris gravida, scelerisque urna eu, mattis odio. Cras sapien tortor, rhoncus ut tellus eget, rhoncus venenatis ex. Sed at purus urna. Nullam sagittis diam at blandit efficitur.</p> |
| 2.20pm | SOCIAL | OPENSYMMETRY PRIZE DRAW |
| 2.25pm | SOCIAL | TEA BREAK & NETWORKING |
| 2.35pm | CASE STUDY | TBC |
| 2.55pm | SOCIAL | PRIZE DRAW |
| 3.00pm | POST-PANDEMIC ADVICE | <p>HOW DOES SALES COMPENSATION SUPPORT DIGITAL SELLING?</p> <p>MATT GREENSTEIN, PRINCIPAL, THE ALEXANDER GROUP</p> <p>Sales departments are rushing to adopt digital sales tools. Alexander Group’s research shows that leading organisations have introduced new job roles, new processes, and updated tools to support new digital selling motions.</p> <p>Current sales compensation practices need to be updated too. The pandemic has pushed the adoption of virtual and digital tools. Compensating these new digital roles creates new challenges for sales compensation professionals.</p> <ul style="list-style-type: none"> • Which roles should have at-risk compensation? • How does the market reward indirect sales influence? <p>This session will discuss the emerging sales compensation trends that will only accelerate into the digital sales future.</p> |
| 3.45pm | INTERACTIVE DISCUSSION | <p>SPEAKER Q&A, POLL RESULTS plus . . .</p> <p>Your questions to our speaker panel.</p> |
| 4.00pm | EXPO | END OF CONFERENCE |

* London (UK)

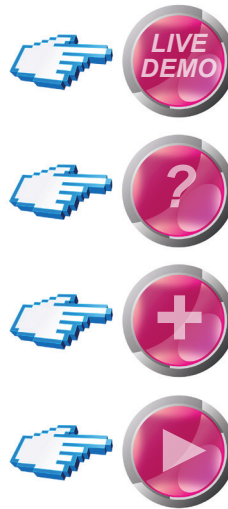
Visit our virtual exhibition

Opening times – Day 1 & 2

12.00pm to 1pm

4.00pm to 5.00pm

- **Live demos**
- **Your questions answered**
- **Problem-solving super surgeries**
- **View on-demand webinars**



Special ‘how-to’ sessions on demand & other perks

UNLIMITED ACCESS!

As well the official programme, our conference sponsors are providing an additional line-up of learning content during the day.

- You will be able to book **product demonstrations** at a time that suits you – such a quick, easy way to see the latest available sales compensation software and solutions.
- Each sponsor is also providing **free webinars** that you are able to watch on-demand.
- Each will be organising a give-away **prize draw** – all draws to take place at the end of the afternoon sessions, so make sure you hang around for that.
- They also will be hosting ‘super-surgeries for sales comp problems’. Discuss your issues and see if they can help find a solution for you.

| ON-DEMAND #1: | ON-DEMAND #2: | ON-DEMAND #3: |
|---------------|---------------|---------------|
| VARICENT | BEQOM | OPENSYMMETRY |
| | | |

Networking and interaction

This online conference has been designed so that it features numerous networking opportunities for sales compensation professionals allowing you to refresh your relationships, learn from your peers and meet new contacts.

We also want to encourage as much participation and interaction as possible, so we’ll leave lots of time for delegates to submit questions, debate, comment and exchange views and ideas with the speakers and interact with other delegates.

Delegate Registration

Apply for your free ticket – join your peers in the EMEA sales compensation community.

If you are a senior reward, finance or sales operations manager (in-house only) apply for a free ticket to attend this event. We have 100 free tickets reserved for senior reward, HR, sales and finance managers (in-house only). Just £95.00 + VAT for all other delegates.

Job titles qualifying for a complimentary ticket include:

- Reward Manager; Sales Incentive Manager; HR Manager
- Head of Reward; Director, Compensation and Benefits
- Director, Sales Operations; Sales Director
- HR Director
- Finance Director; Vice President, Finance

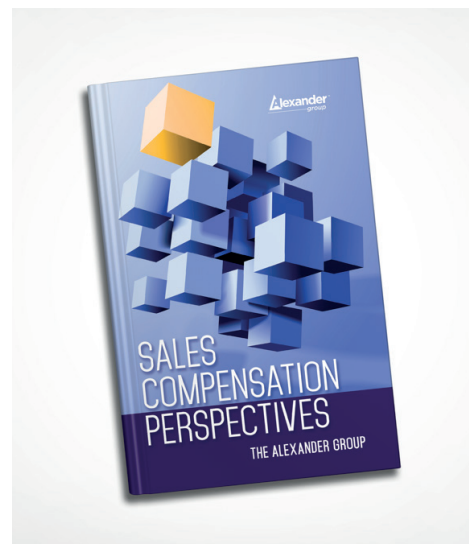
*** No more than two guest tickets per organisation. ***

Each conference ticket gives you attendance for one person only to all of the speaker presentations for the duration of this event. For more information, email: paul@e-reward.co.uk

100 attendees will receive complimentary copies of these two publications



The *Pocket Guide to Sales Compensation* presents the seven most common sales compensation challenges and how to solve them. As a bonus, take your pay programme to the next level by adopting the seven best sales compensation practices.



Sales Compensation Perspectives is an anthology of articles focused on sales compensation. The book features 40 must-read insights by the Alexander Group's consultants. Topics include such items as simple rules for sales compensation plans, global sales compensation, governance, best sales quota practices and industry sales comp articles in technology, media, manufacturing, health insurance, medical device and distribution.

Terms and Conditions

THE FOLLOWING TERMS AND CONDITIONS APPLY TO THE DELIVERY OF THIS EVENT.

The Sales Compensation Symposium 2021 (Event) is offered to attendees at no cost or at heavily discounted rates because it is sponsored by outside parties who have generously funded the speaker fees and the cost of the virtual conference platform so that we can offer free places for 100 delegates.

The outside sponsor will receive a list of those who registered to attend the Event (name, job title, organisation, postal address, email and phone number). You may therefore receive periodic emails and postal correspondence from these reputable companies.

By submitting your registration to attend the Event you agree to be bound by these terms to the exclusion of all other terms. If you do not agree to be bound by these terms E-reward.co.uk Ltd will be unable to accept your registration.

Please read these terms and conditions carefully as they contain important information.

These terms and conditions apply between the person, firm, company or other entity specified on your booking form and E-reward.co.uk Ltd (company number: 4281768). Registered in England and Wales. Registered office 33 Denby Lane, Heaton Chapel, Stockport, Cheshire SK4 2RA, United Kingdom for delegate registrations for E-reward Conferences and E-reward Showcase Events specified on your booking form ('Event').

You understand that by registering to attend the Event, you consent to providing that exhibitor or sponsor with your personal data as disclosed when registering. You consent to the transfer to and further use and processing by the exhibitor of your personal data in compliance with all applicable personal data and privacy laws and regulations.

You consent to this personal data being used to contact you about their products or services and understand that this partner or sponsor may transfer this data outside of the European Economic Area for these purposes and you consent to such transfer of your data.

By registering you confirm that you agree to our terms and conditions applicable to your visit at our Event and acknowledge we will share personal data which you provide to us with selected third parties who fund this event.

You also understand and agree that your personal data may be held and used by the organiser of this event, and any third party hosting provider acting on its behalf, in order to stage the event and to analyse visitor experience with a view to improving the event experience for participants.

Guest tickets

Complimentary places are offered on the acceptance of the condition that if you are no longer able to attend, you notify E-reward.co.uk in writing by email (to paul@e-reward.co.uk) no later than 1st June 2021. Should you fail to notify us in writing by this date you agree to pay a cancellation fee of £95.00 + VAT. Failure to attend the event will be subject to the same terms. Name changes are accepted at any time before the event.

Paying delegates (i.e. non-complimentary tickets)

Paying conference delegates who advise E-reward.co.uk of their cancellation in writing via email (to paul@e-reward.co.uk) before 12 noon, 8th May 2021 will have their fees refunded – less an administration charge of 25% of the course fees. No refund will be made for cancellations received after that date. Failure to attend the conference will be subject to the same terms.

Name changes

Substitutions with employees from your organisation are welcome at any time at no extra charge. You must email any substitutions (to paul@e-reward.co.uk) prior to the date of the Event.

Fees for delegate tickets

- Guest delegate fee: £0.00
- Paying delegate fee: £95.00 + VAT per delegate, plus credit card fees where applicable. All bookings are subject to VAT taxed at 20%.

Each conference ticket gives you attendance for one person only to all of the speaker presentations for the duration of this event, as well as conference materials.

Event cancellations and amendments

The Event programme is correct at the time of going to press. E-reward.co.uk Ltd reserves the right to change the format, speakers, venue location and programme or any other aspect of the Event at any time and for any reason, whether or not due to a Force Majeure event, in each case without liability.

'Force Majeure Event' means any event arising that is beyond the reasonable control of E-reward.co.uk Ltd including (without limitation) speaker or participant cancellation or withdrawal, supplier or contractor failure, venue damage or cancellation, health scares, industrial dispute, governmental regulations or action, military action, fire, flood, disaster, civil riot, acts of terrorism or war.

E-reward.co.uk Ltd reserves the right to change the date or cancel an Event at any time and for any reason without notice. Where circumstances force E-reward.co.uk to cancel an Event, E-reward.co.uk Ltd

shall offer you the option of attending any rearranged Event that E-reward.co.uk Ltd chooses to organise.

If you do not wish to accept this offer, then you will (as your sole remedy) be entitled, at your discretion, to receive either a credit note or a refund in respect of your fees received by E-reward.co.uk Ltd for that particular Event.

However, where the Event is postponed for reasons due to a Force Majeure event, any of your fees received by E-reward.co.uk Ltd shall be applied to any rearranged or rescheduled Event and all these Terms and Conditions shall apply to any such transferred booking.

To the fullest extent permitted by the applicable law, E-reward.co.uk Ltd shall not be liable to you for any loss, delay, damage or other liability incurred resulting from or arising in connection with the cancellation or date change of the Event howsoever arising or any venue change.

For the avoidance of doubt, you acknowledge and agree that should the Event date be changed or cancelled, E-reward.co.uk Ltd is not liable for any travel or accommodation costs you may have incurred.

Disclaimers

To the fullest extent permitted by the applicable law, E-reward.co.uk Ltd excludes:

- all liability for loss, injury or damage to persons or property at the Event;
- all indemnities, warranties, representations, terms and conditions (whether express or implied); and
- any actual or alleged indirect loss or consequential loss howsoever arising suffered by you or any loss of profits, anticipated profits, savings, loss of business revenue, loss of business, loss of opportunity, loss of goodwill, or any other type of economic loss (whether direct or indirect).

If E-reward.co.uk Ltd is liable to you for any reason, its total liability to you in relation to the Events (whether under these terms or conditions or otherwise) is limited to the amount of your fees received by E-reward.co.uk Ltd.

Views expressed by the Event speakers are their own. All advice provided at this Event is for general guidance only. Any Event delegates relying on information or advice given in the Event of such training do so at their own risk.

E-reward.co.uk reserves the right to amend these terms and conditions from time to time. However, you will be subject to the terms and conditions in force at the time you submit your registration.

About us



E-reward has been representing the pay and benefits profession for more than 20 years now. Since 1999, our industry expertise has been delivering the latest thinking, research and education in reward management.

- We have an in-house **research** team producing heavy-hitting research reports: www.e-reward.co.uk/research.
Our recent papers include in-depth studies of performance management processes at GAP, IBM and Microsoft.
- Each year we host **conferences**, exhibitions and seminars showcasing good practice in employee reward – our annual conference for 100 comp & ben leaders is now in its 14th year: www.e-reward.co.uk/events
- And we offer the UK's largest **educational** programme for reward professionals, hosting more than 60 days' reward training each year in London, Dublin, Frankfurt and Oman: www.e-reward.co.uk/education
- We are also specialists in **executive pay** research and we have a state-of-art boardroom remuneration database: www.e-reward.co.uk/executive-pay

So, as one of the UK's leading providers of reward information, we are able to attract a very high-calibre audience to our comp & ben events. Our conferences are always second to none and have a loyal following.



Get in touch

If we can help you with any questions about our event, please call us on **+44 (0)161 432 2584**, or email: paul@e-reward.co.uk

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