

Corporate Partnership Communications & Stakeholder Management

Client: TEDxGateway - Managing Multiple Corporate Sponsors

AT A GLANCE

Challenge: Manage relationships with multiple corporate sponsors while delivering measurable partnership value and maintaining brand integrity

Approach: Customised partnership proposals, systematic deliverables tracking, impact reporting, and cross-functional coordination

Result: Successful multi-year partnerships with major corporations, consistent renewals, and documented ROI for sponsors

The Challenge

As part of TEDxGateway's core team, I led partnerships and strategic initiatives, managing relationships with corporate sponsors including Accenture, JSW, Aditya Birla Group, Kotak, Rustomjee, BASF, Abbott, and others. This role presented challenges familiar to CSR teams:

- Balancing diverse corporate partner expectations and objectives within a single event/programme
- Demonstrating clear ROI and partnership value to justify continued corporate investment
- Managing complex stakeholder ecosystems - internal teams, corporate contacts, audiences, vendors
- Creating compelling partnership communications materials that differentiate from competitors
- Maintaining brand integrity while accommodating corporate sponsor requirements

These challenges mirror what CSR teams face when managing implementation partnerships, stakeholder communications, and demonstrating programme value to corporate leadership.

The Approach

I developed and executed a comprehensive partnership management and communications system:

Customised Partnership Development

- Researched each corporate partner's business objectives, CSR priorities, and stakeholder engagement needs

- Developed tailored sponsorship proposals connecting TEDxGateway platform to specific corporate goals
- Integrated customised activation plans maximising value for each partner's unique objectives
- Designed flexible partnership tiers accommodating different budget levels and engagement preferences

Systematic Stakeholder Management

- Managed a 2-member team responsible for business development and client servicing
- Established regular touchpoints with corporate contacts, ensuring alignment throughout the project lifecycle
- Coordinated across internal teams - content, design, operations, PR, social media, video - to deliver commitments
- Maintained detailed tracking systems, ensuring no deliverables were missed

Strategic Communications Materials

- Created compelling pitch presentations articulating the partnership value proposition
- Developed product brochures showcasing partnership opportunities and benefits
- Produced customised proposals addressing specific corporate objectives and CSR priorities
- Designed post-event reports demonstrating measurable outcomes and partnership ROI

Impact Documentation & Reporting

- Captured quantitative metrics - attendance, reach, engagement, media coverage
- Documented qualitative outcomes through stakeholder feedback and success stories
- Created visual impact reports with photography, data visualisation, and partner testimonials
- Delivered partner-specific reports showing their individual activation impact and audience engagement

Partnership Marketing & Audience Development

- Spearheaded partnership marketing initiatives with media houses to amplify reach
- Cultivated community partnerships, expanding audience base and demographic diversity

The Results

Achievement	Impact	CSR Relevance
Managed sponsorships for Asia's largest TEDx conference	High-stakes stakeholder management across multiple corporate partners simultaneously	Scaled partnership management applicable to CSR programmes with multiple implementation partners

Multi-year partnerships with major corporations	Demonstrated ability to cultivate long-term corporate relationships through consistent value delivery	Partnership sustainability is critical for ongoing CSR programme success
Documented partnership ROI through post-event reports	Evidence-based demonstration of partnership value driving renewals	CSR teams need proven frameworks for showing programme ROI to leadership
Cross-functional team coordination	Ensured seamless execution across content, design, operations, PR, and social teams	CSR programmes require coordination across internal departments and external partners
Team building and recruitment contribution	Built sustainable organisational capacity beyond individual contributions	CSR foundations need to build internal teams with the right capabilities

Conclusion

This experience demonstrates capabilities needed for CSR partnership communications:

- **Corporate Stakeholder Management:** Understand how corporations think, what they value, and how to structure partnerships that deliver mutual benefit
- **ROI Documentation:** Proven ability to capture and communicate partnership value through quantitative and qualitative metrics
- **Complex Coordination:** Managing multiple stakeholders and teams to deliver on commitments - essential for multi-partner CSR programmes
- **Partnership Marketing:** Creating co-branded communications and visibility strategies, maximising partner value
- **Relationship Cultivation:** Building long-term corporate relationships through consistent communication and value delivery