

the payments association

MEMBERSHIP PROPOSAL

CONNECTING THE FUTURE

Join The Payments Association for your industry,
for your business and for you



The exposure offered to The Payments Association members provides exceptional value for money, and has increased our network of clients, prospects and partners. Since joining, we have grown our business faster, alongside the best partners in the industry, and The Payments Association has been extremely helpful to us in doing that."

Alison Donnelly, fscm



www.thepaymentsassociation.org

Our community - Be known by the company you keep

£6 trillion+
transacted annually

150+
members

300,000+
staff

Benefactors



Project Knowledge Partners

Community Patrons



Community Members



ScaleUp Community Members



To join our community, call Tom McCormick on +44 20 3746 2984
or email tom.mccormick@thepaymentsassociation.org

Welcome

Join us and help drive meaningful change

Towards the end of last year, we welcomed the news that COVID 19 vaccinations were to be rolled out. Pharmaceutical companies, trade bodies and regulators worked together to accelerate development, testing and approval of vaccines, to help get society back on the road to good health and economic recovery. This is an inspiring example of what can be achieved when industry work together, an ethos which sits at the heart of The Payments Association (PA).

The Payments Association offers its members, from across the payments community a forum to collaborate, to engage in dialogue, to learn from each other, to educate and drive innovation, with the ultimate goal of meeting customers' needs and exceeding their expectations. In these difficult times, now more than ever, we need to deliver payments with purpose which help communities, people and businesses to thrive.

We recently asked our new advisory board members, made up of representatives from established and new players, what they thought The Payments Association should focus on this year and how we address some of the main challenges facing the payments industry. Key themes high on the agenda to discuss are open banking, financial inclusion, how we leverage digital identity to fight the fraudsters as well as how we work together to promote international trade.

As The Payments Association continues to strengthen its network of payment providers, if you are passionate about payments, please join us as we work together to drive meaningful change.



Marion King
Chair
**The Payments Association
Advisory Board**



Joining The Payments Association provides you with an integrated, year-round sales and marketing solution. With a series of networking events throughout the year providing both physical and virtual business development opportunities, complimented by a year-round digital marketing campaign and additional lead gen and sponsorship opportunities, you'll have no problem proving an ROI on your community membership investment.



Inside a year, our cost per customer acquisition had fallen by 15% and revenues grown by 20%.”

Jeff Banks, Blue Train Marketing

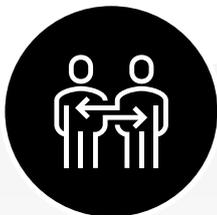


Why join The Payments Association?



GROW YOUR BRAND AND REPUTATION:

Increase brand awareness and position yourself as a thought leader



EXPAND YOUR NETWORK:

Forge profitable partnerships.



IDENTIFY NEW BUSINESS OPPORTUNITIES AND GAIN A COMPETITIVE ADVANTAGE:

Generate new leads and identify prospects.



BECOME AN ADVOCATE:

Influence government policies and drive industry change.



LEARN, GROW, ENHANCE:

Get the inside track on the latest trends, companies, technologies and regulations.

To join our community, call Tom McCormick on +44 20 3746 2984
or email tom.mccormick@thepaymentsassociation.org

Guided by our advisory board of experts...

Our Advisory Board guides the direction of The Payments Association's activities and projects to help make payments work for everyone. The Advisory Board believes that The Payments Association can help address three problems facing us all:

- 1 Society could be better served by payments**
- 2 The payments industry could better balance the interests of everyone**
- 3 Regulators could be closer to the market and have a more holistic view**



Marion King
Chair, **The Payments Association Advisory Board** &
Director of Payments, **NatWest**



Andrea Dunlop
Deputy Chair
The Payments Association Advisory Board
Non-exec



Neil Harris
Deputy Chair, **The Payments Association Advisory Board**
Group CCO, **GPS**
Chair, **The Inclusion Foundation**



Alan King
Group President, Europe and Australasia
Fleetcor



Angela Yore
Managing Director
SkyParlour



Jeremy Nicholds
CEO
Judopay



Huw Davies
CCO and Co-Founder
Ozone Financial Technology



Nathalie Oestmann
Chief Operating Officer
Curve



Jason Butcher
Chief Executive Officer,
CoinPayments



Vikesh Patel
Head of SWIFT, UK and Ireland
SWIFT



Andres Kitter
Head of LHV Banking Services
LHV Bank



Monica Eaton-Cardone
COO & Co-Founder
Chargebacks911



John Davies
Chairman,
Kompli-Global PLC



Scott Abrahams
Group Head Acceptance & Emerging Payments
MasterCard



Tessa Unsworth
Chief Commercial Officer
PPS

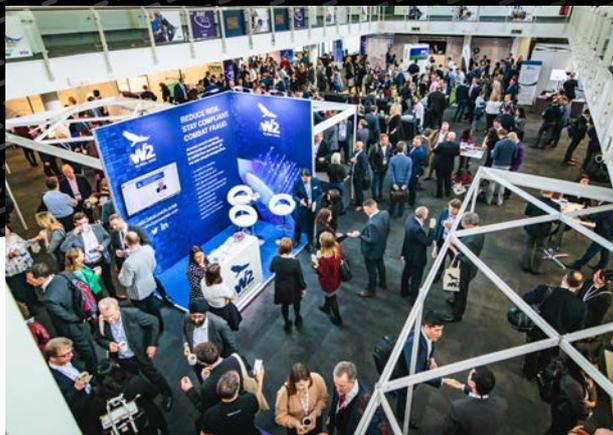


Lewis Alcraft
Chief Operating Officer
PayPoint plc



Daniel Holden
Chief Executive Officer
Trust Payments

The Payments Association Community Networking Events



PAY360 CONFERENCE

The annual conference for the industry, bringing together over 1500+ payment professionals to network, share best practice and drive the industry forward.

PAY360 2022 will be held on the 22nd March as a Hybrid event.

For more information visit www.pay360conference.com



THE PAY360 AWARDS

A glittering and glamorous ceremony attended by over 750 of the industry's most senior thought-leaders and decision-makers, with 46% of attendees C-suite level or above.

With over 275 submissions annually, it is a true honour to win a coveted PAY360 award and it is THE place where the payments sector comes together to celebrate the industry's greatest achievements each year.

For more information visit www.thePAY360awards.com



THE PAYMENTS ASSOCIATION ROUND TABLES

Where 8 carefully selected senior C-suite payment executives come together to network with their peers and discuss a topical payments-related theme.

Discussions are carefully facilitated by The Payments Association host and held under Chatham House rules to ensure relationships are built, learnings exchanged and partnership opportunities created.



It was really an excellent evening. Pulling so many processors around a table for a constructive conversation was highly valuable and only achievable through the facilitation of The Payments Association... I'd love to do another (round table), perhaps with the processors influencing the questions asked, to recognise further how where we can align for the betterment of the industry... ”

Joanne Dewar, Chief Executive Officer | Global Processing Services (GPS)

Network with your industry peers, regulators and payments users at our virtual or physical community networking events. Held throughout the year in various formats, they provide the ideal opportunity to come together and benchmark best practice, build profitable relationships and celebrate success in the industry.

Passes are included in all membership packages, quantity dependant on the level of membership taken (see pages 10 - 14 for details). Top up sponsorship opportunities at special rates are also available for members looking to further promote their business activities.



THE PAYMENTS ASSOCIATION SUMMER PARTY

One of the highlights of the payments year, where members and guests come together for an evening of exclusive networking at a stylish London city centre location.

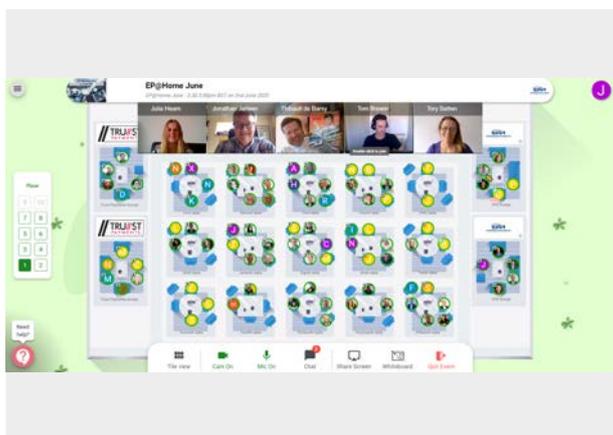
Usually held at an al fresco location where you can enjoy the evening sun, cocktails in hand, for discussions in a relaxed business environment.



THE PAYMENTS ASSOCIATION CHRISTMAS PARTY

A festive celebration that brings together all The Payments Association members and their guests to revel in the Christmas spirit.

A fantastic opportunity to share the year's achievements and to make plans for the year ahead.



PA@HOME

A regular series of virtual and physical networking events bringing members together to network and establish new contacts and sales leads over breakfast, lunch or after work drinks.

To find out more about the sponsorship opportunities available at these events call Keri Farrell on (0) +44 (0) 7771 349575 or email keri.farrell@thepaymentsassociation.org

Market Intelligence and Education



HOT TOPIC BRIEFINGS

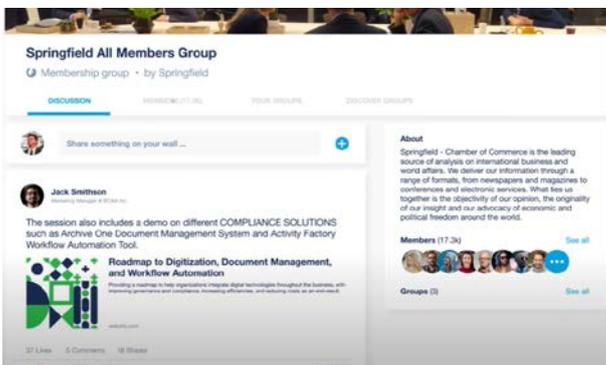
Delivered as a physical or virtual event, they are the perfect opportunity for you to learn about a hot industry topic, hear from expert speakers and network with your peers.

These are a popular sponsorship top-up option, as they not only allow you to showcase your expertise and position yourself as a thought leader, but have also proved to be a successful lead generation tool.



PAYMENTS 101 TRAINING COURSE

Payments 101 is a one-day training course delivered by a Payments Association Ambassador as a live virtual event. It provides a solid foundation level of education for those new to the payments industry, experts in one aspect of payments looking for appreciation of other aspects of the ecosystem, and payments professionals whose knowledge could benefit from being updated and refreshed.



COMMUNITY MEMBER PLATFORM AND APP

We are very excited to announce the official launch of the new The Payments Association community platform – a year-round opportunity to connect with key stakeholders from across the payments value chain.

Since the pandemic began, we have been looking for new ways to keep our members connected and our online community has been created especially for that purpose.

Set up to facilitate conversation between members and provide a user-friendly platform to help you make the most of your Payments Association member benefits, you can:

- Directly connect with other The Payments Association members at any time through private chats
- Conduct unlimited searches of the member directory and swap business cards
- Join discussions and post your questions to others via the community wall
- Share your Press Releases and thought leadership pieces with the industry in real-time

- Get access to exclusive Payments Association content and resources including whitepapers, webinars and blog posts
- Book onto The Payments Association events

It provides the ideal platform for you to increase brand awareness, promote your business activities and industry leadership, network with your industry peers, uncover new collaboration opportunities and generate new sales leads.

The more members that join and actively participate, the more beneficial it will be for you, your company and everyone in the industry.

To join our community, call Tom McCormick on +44 20 3746 2984 or email tom.mccormick@thepaymentsassociation.org

Projects and Industry Collaborations

The purpose of The Payments Association's 5 industry projects is to bring together professionals who are passionate about payments. By collaborating to shape policy, participate in industry events and develop research initiatives, project members work together to change the payments industry for the better.



PROJECT INCLUSION

To drive industry activity that informs and collaborates with government and third sector bodies to provide clarity on PayTech innovations and solutions that aim to reduce financial exclusion and the poverty premium



PROJECT FINANCIAL CRIME

To deliver community-driven solutions that address the problems posed by digital and financial criminal activity and position The Payments Association and its members as leaders in tackling financial crime



PROJECT INTERNATIONAL TRADE

To develop a trade mission programme that helps The Payments Association members enter global markets and to encourage trade between organisations that use payments outside the EU in the Post-Brexit era



PROJECT OPEN BANKING

To help create the market conditions for the successful implementation of Open Banking, by championing open finance and supporting the development of commercial frameworks and industry standards



"This project gives professionals with the passion and enthusiasm to reduce financial crime the opportunity to network with, share expertise and learn from like-minded people and to help determine policies to defeat criminals who increasingly use technology to conceal their activities. We aim to ensure the good guys keep one step ahead."



Jane Jee, CEO of Kompli-Global and Leader of Project Financial Crime



PROJECT REGULATOR

To engage with regulatory bodies to promote and champion the regulatory concerns of The Payments Association members and drive change towards the development of a fairer regulatory landscape for payments companies

The The Payments Association's projects provide a unique opportunity to learn from your peers, build your contact and prospect databases, and put your organisation at the forefront of hot industry topics. This is achieved through regular interaction at our monthly project meetings and through forums on our community platform.

For 2021, we have implemented the exciting addition of sprints. These are designed to supplement the projects and will address real-time challenges faced by specific subsets of the community. This means any member can get involved and drive change around issues that matter to you.

BANKING ACCESS

Supporting the industry to open and keep open bank accounts for business.

CRYPTO CONSULTATION

Identifying how crypto currencies will be used to enable or make payments, both peer-to-peer and alongside Central Bank Digital Currencies.

If you are an existing member of The Payments Association and would like to join a project or sprint*, reach out to tom.brewin@thepaymentsassociation.org.

If you are seeking to sponsor a project reach out to keri.farrell@thepaymentsassociation.org.

Join the The Payments Association

Community Member

£9,900

Community Members are companies that want to participate actively in the payments industry, promote their products and services to others, and get the inside track on where, how and when the industry is developing.

Community Members receive the benefits below.

ScaleUp Community Member

Year 1 – £1,900 (81% discount)

Year 2 – £3,900 (61% discount)

Year 3 – £5,900 (40% discount)

Organisations at an early stage in their development play an important role in our community. We would like to remove any friction that would otherwise prevent them from joining. ScaleUp Community Members receive the same package as Community Members, but at a fraction of the cost (81% discount in Year 1, 61% discount in Year 2, 40% discount in Year 3, minimum commitment three years).

To be eligible for ScaleUp Community Membership your company must have revenues below £2m, have raised less than £2m in equity funding or loans, and been around for less than 2 years.

Community Patron

£16,000

Community Patrons are companies that want the benefits of being a Community Member but also want to accelerate the growth of their business and raise their profile. Companies can join as a Community Patron or upgrade from Community Member.

Community Patrons receive all Community Member benefits plus the benefits below.



Grow your Brand and Reputation:

Increase brand awareness and position yourself as a thought-leader.

Joining The Payments Association, the most influential trade association in payments, sends a clear message to your clients, partners, prospects and competitors: that your company is dedicated to investing in the industry for the benefit of all. You will be seen as a collaborator for the greater good. And as one of the pack.

By aligning your brand with The Payments Association and promoting it through The Payments Association's platform and network, you **enhance your credibility**, increase your **brand's awareness** and **boost your personal** and **corporate profile**.

“Since Visa was welcomed into The Payments Association, we have met a lot of interesting folks who have gone on to become our trusted partners and customers. We love the format of informal networking which builds trust, and without doubt, The Payments Association has been the best marketing money we spent in terms of results for the last couple of years.”

Head of Fintech, Visa

Community Member/ScaleUp

Enhance your credibility and elevate your profile as a Community Member of the most influential trade association in the payments industry.

Showcase **your brand and thought leadership content** via your profile on **The Payments Association website** and within **The Payments Association community platform**.

Join industry discussions year-round, post questions to others via the community wall, share press releases and read thought-leadership pieces on **The Payments Association's Community Platform and App**.

Obtain **exclusive access** to The Payments Association content and resources including whitepapers, webinars, project open forums and blog posts.

Register conveniently for all Payments Association events via The Payments Association's mobile app or online.

The platform provides the ideal space for you as a member to increase brand awareness, promote your business activities and industry leadership.

Promote your news in The Payments Association's Members-only e-Bulletin to over 2,000 payments professionals and host them on The Payments Association's website (up to **two** pieces of news per bulletin).

Amplify your news with **three** dedicated postings by The Payments Association team to The Payments Association's 10,000-strong LinkedIn and Twitter networks each annual Membership.

Community Patron

Enhance your credibility and elevate your profile as a Community Patron of the most influential trade association in the payments industry.

Showcase **your brand and thought leadership content** via your profile on **The Payments Association website** and within **The Payments Association community platform**.

Receive a featured position within the member directory.

Join industry discussions year-round, post questions to others via the community wall, share press releases and read thought-leadership pieces on **The Payments Association's Community Platform and App**.

Obtain **exclusive access** to Payments Association content and resources including whitepapers, webinars, project open forums and blog posts.

Register conveniently for all Payments Association events via The Payments Association's mobile app or online.

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Receive a featured position within the member directory.

Promote your news in The Payments Association's Members-only e-Bulletin to over 2,000 payments professionals and host them on The Payments Association's website (up to **three** pieces of news per bulletin).

Amplify your news with **five** dedicated postings by The Payments Association team to The Payments Association's 10,000-strong LinkedIn and Twitter networks each annual Membership.

Join The Payments Association

Community Member/ScaleUp

Receive **unlimited complimentary nominations 2021** to The PAY360 Awards, an award-winning Black Tie event that has been celebrating **innovation and collaboration** since 2008 by recognising those that have improved how people pay.

Increase your exposure with your company logo in the PAY360 Awards Brochure, given out to all attendees on the night and featured online for a year.

Share your thought leadership by hosting **two whitepapers** on The Payments Association website and on your Payments Association company profile online.

A **dedicated social post** by The Payments Association team about each of your whitepapers via The Payments Association's 10,000-strong LinkedIn and Twitter networks.

Participate in **The Payments Association Podcast sessions**, which are exclusive to members. This is an opportunity to **shape industry discussions** and **associate your business with addressing industry issues**. We will promote your company through social channels, the members' newsletter, the online community and The Payments Association website.

This is on a first-come-first-served basis for members

A complimentary consultation with SkyParlour's Co-founder, Angela Yore, to review your current public image and content strategy. Afterwards, you will be sent a bespoke one-page report benchmarking your public image and outlining some key recommendations.



Expand your network:

Forge profitable partnerships.

At The Payments Association we understand that it's not just what you know that matters when running a business in our fast-moving industry. Who you know can matter even more.

Becoming a member of The Payments Association can provide organisations in the payments industry significant advantages in **expanding their networks**, not only with like-minded individuals, but through becoming part of the inner circle of the community, **building** and **enhancing relationships**. This means you **grow your business** through discussing shared experiences, meeting industry leaders and finding best-in-class hires.

The Payments Association gives you **convenient access** to a network of payment professionals to ensure you are meeting the innovators and industry leaders on the front line of the payment ecosystem.

“The Payments Association has been an invaluable resource for us in facilitating introductions to other key players in the industry. Now more than ever the contacts we make have a huge impact on our business, and The Payments Association has always been more than helpful in connecting us with other members.”

Western Union representative.

Community Patron

Increase your exposure with your company logo in the PAY360 Awards Brochure, given out to all attendees on the night and featured online for a year.

Receive a featured position for your logo on the onsite 'Member Wall' at the PAY360 Awards Black Tie event.

Share your thought leadership by hosting **three** gated whitepapers on The Payments Association **website** and on your Payments Association company profile online.

A **dedicated social post** by The Payments Association team about each of your whitepapers via The Payments Association's 10,000-strong LinkedIn and Twitter networks.

Obtain **contact details** of the partners or prospects who have downloaded the whitepapers.

Promote one of your whitepapers in one of The Payments Association's monthly **Insights Newsletter**, sent out to **2,000 +** payment professionals, along with a social post by The Payments Association team and hosting on The Payments Association website.

Participate in **The Payments Association Podcast sessions**, which are exclusive to members. This is an opportunity to **shape industry discussions** and **associate your business with addressing industry issues**. We will promote your company through social channels, the members' newsletter, the online community and The Payments Association website.

Priority selection for patron members

Community Member/ScaleUp

Obtain **10 qualified introductions** every year to other Payments Association members and payments industry businesses, to help you **generate leads** and arrange meetings before events.

The Payments Association Roundtables are designed for **C-level Executives** from payment organisations to come together to **engage and network** with their peers and discuss a topical payments-related theme. **Create and build relationships** with like-minded industry peers. **Present your company as a market and thought leader when attending The Payments Association roundtable.**

The opportunity to be invited to attend C-Suite Roundtables - Additional sponsor opportunity £7,500 +VAT

Community Patron

Obtain **25 qualified introductions** every year to other The Payments Association members and payments industry businesses, to help you **generate leads** and arrange meetings before events.

Opportunity to sponsor **one** C-Suite Roundtable, invite **senior executives** to your Payments Association C-Suite Roundtable virtual lunch. Defining the topic, heading the guest booklet and shaping the conversation **create and build relationships** with up to 11 like-minded industry peers (subject to availability; food and drink hampers provided for all guests).

At a discounted rate of £2000 +VAT

Option to sponsor either a Roundtable or an PA@Home within the Patron Membership

Join The Payments Association

Community Member/ScaleUp

Increase your exposure, generate **quality leads** and save money by receiving a **10% discount** on purchases of tables at the annual PAY360 Awards Black Tie Dinner.

Receive **four passes** to The Payments Association Summer Party and The Payments Association Christmas Party for you, your colleagues and partners to network with senior payment industry professionals, and enjoy being part of an exciting and progressive community.

Gain face-to-face access to some of the industry's most influential players through our Ambassadors and Advisory Board.

Improve your status and accelerate your career by putting yourself forward for nomination to the Advisory Board, to influence and shape the payments industry.

Community Patron

Increase your exposure, generate **quality leads** and save money by receiving a **15% discount** on purchases of tables at the annual PAY360 Awards Black Tie Dinner.

Receive **six passes** to The Payments Association Summer Party and The Payments Association Christmas Party for you, your colleagues and partners to network with senior payment industry professionals, and enjoy being part of an exciting and progressive community.



Identify New Business Opportunities and Gain a Competitive Advantage:

Generate new leads and identify prospects

Members of The Payments Association gain a competitive advantage when it comes to lead generation for their business. As a Community Member or Community Patron, you get preferential access to the industry's leading events, **PAY360** and **The PAY360 Awards**, as well as first right of refusal on the most prestigious sponsorships and thought-leadership positions the events have to offer. By using our platform, you engage with the largest potential customer base at a level designed to **maximise** the return on your investment of time, budget and energy. Supported by comprehensive marketing campaigns and enhanced by regular, high-quality content syndication, lead generation for members reaches much further than just the event attendees. The Payments Association membership delivers leads throughout the year.

As part of The Payments Association community, your opportunities to post content, promote your thought leadership and access forums, debates, and industry insights are unlimited, providing unfettered access to new and exciting avenues and contacts. Supported by exclusive online and in-app access to our membership directory, your ability to engage and connect with the most senior influencers in the payments industry will provide regular opportunities for business development.

“The exposure offered to The Payments Association members provides exceptional value for money and has increased our network of clients, prospects, and partners. Since joining, we have grown our business faster, alongside the best partners in the industry, and The Payments Association has been extremely helpful to us in doing that.”

Alison Donnelly, fscm

Community Member/ScaleUp

Expand your network through the Community platform which gives you a year-round opportunity to connect with key stakeholders from across the payments value chain.

Directly connect with other Payments Association members at any time through **private chats**, conduct unlimited searches of the **member directory**, and **swap business cards**.

Network with your industry peers, uncover new collaboration opportunities, and generate new sales leads.

PAY360 is The Payments Association's annual flagship conference and payments exhibition, where attendees from the entire payments ecosystem come together.

Attracting 1000+ delegates, PAY360 allows sponsors access to a wider audience throughout the conference.

Obtain access for you and your guests to the major banks, schemes, issuers, PSPs, Fintechs and merchants using PAY360's **quality networking**, as well as through its **unique content and training**.

Receive unlimited passes at virtual event.

Receive two free passes and two free guest passes at physical conference, additional tickets at a further 30% discount.

Community Patron

PAY360 is The Payments Association's annual flagship conference and payments exhibition, where attendees from the entire payments ecosystem come together.

Attracting 1000+ delegates, PAY360 allows sponsors access to a wider audience throughout the conference.

Obtain access for you and your guests to the major banks, schemes, issuers, PSPs, Fintechs and merchants using PAY360's **quality networking**, as well as through its **unique content and training**.

Receive unlimited passes at virtual event.

Receive four free passes and two free guest passes at physical conference, additional tickets at a further 50% discount.

Join The Payments Association

Community Member/ScaleUp

Receive **preferential access** to limited sponsorship opportunities for PAY360.

Attend up to **ten** PA@Home events throughout the year, establish **new contacts** and **sales leads**, growing your network, and engage with new members.

Guests can interact naturally in real-time from anywhere in the world. Moving between tables, you can meet new payment professionals and engage in the sponsor topic tables.

Receive unlimited passes for virtual PA@Home or four invitations for in-person PA@Home events.

Community Patron

Opportunity to host **one** PA@Home you will receive **exclusive branding, thought leadership** from one of your executives, **lead generation** (with audience data), **topic-led roundtable discussions** (on a subject of your choice) and receive extensive **promotion pre- and post-event.**

Attend up to **ten** PA@Home events throughout the year, establish **new contacts** and **sales leads**, growing your network, and engage with new members.

Receive unlimited passes for virtual PA@Home or six invitations for in-person PA@Home events.

Option to sponsor either a PA@Home or an Roundtable within the Patron Membership



Become an Advocate

Influence government policies and drive industry change.

Increase your **influence** within the industry by **collaborating** with other members – buyers, sellers, and partners from across the payments ecosystem – to bring about change. Join The Payments Association's open forums and project groups to help **influence policy, law, and regulation**, and in this way, ensure your business interests are both promoted and protected.

Such participation positions you as an advocate for the industry, and increases your profile and status. You can use these platforms to highlight issues important to you and your company, drawing on the support of The Payments Association's representation on common issues to ensure the protection of your interests. And you can keep up to date with what is being advocated on your behalf, so you are well-prepared for any potential shifts or changes.

Participating in the forums on offer, such as the **PA@Home** monthly meetups, policy-oriented **project teams, podcasts** and **open mic sessions** – largely exclusive to The Payments Association members – enables you to differentiate your business from your competitors and align yourself with making a difference and making payments work for everyone. It also boosts your career and chances of success.

Community Member/ScaleUp and Community Patron

Join The Payments Association's working groups, called Project Teams, to shape and influence the payments industry and build strong relationships with like-minded industry professionals. Capitalize on this opportunity to collaborate with the project leads and other members and to have a voice within the community, and in this way, drive industry and societal change through The Payments Association's policy agenda.

Use your role on a Payments Association Projects to differentiate your business from your competitors and align yourself with making a difference and making payments work for everyone.

Differentiate your business from your competitors and align yourself with making a difference and making payments work for everyone.

The projects are free to join as part of your membership.

Keep up to date with the efforts of the Project Teams and pose your questions to them by joining one of the **open forum groups** on The Payments Association's community platform. You can access published work and past events, see what **webinars, whitepapers, and consultation responses** are in the pipeline, and have your say before they are published.

Project team members will host regular informal open mic sessions which are open to all members of The Payments Association, where you can reach out and ask any questions you may have about a project.

This is exclusive to The Payments Association members and is a great way to get involved and contribute to discussions addressing industry pain points.

Join the The Payments Association



Learn, Grow, Enhance:

Get the inside track on the latest trends, companies, technologies and regulations.

By joining The Payments Association, your business will have its finger on the pulse of how the industry is growing and changing, enabling you to **stay informed** about emerging **industry trends** and keeping up to date on the information you need to stay on the cutting edge. As an industry-wide and impartial entity, supported by industry heavyweights and/or disruptors alike, The Payments Association is uniquely placed to provide members with **early access** to the most accurate and relevant industry news and market intelligence, while ensuring the separation of the wheat from the chaff, to help inform business decision-making.

With **free and discounted member access** to **The Payments Association's training programs led by industry experts**, your team can benefit from The Payments Association's training programs. Through these programs, your team can enhance understanding of a complex industry, refresh knowledge of this ever-changing landscape, keep up-to-date with changing regulations and develop vital skills to support the success of your business.

Community Member/ScaleUp

Community Patron

Receive early access to industry reports, market trends, emerging opportunities, and case-studies from progressive businesses, enabling you to inform your business through industry insight.

Develop or refresh your team's payments knowledge through The Payments Association's **Payments101 training course**.

This rigorous, interactive one-day course combines presenter-led sessions, thought-provoking videos and real-time discussions. Drawing on industry case studies, this CPD-certified course weaves together how payments works, how it is legislated, who does what and how customers benefit, with a focus on the practical applications of all four aspects - and where the industry is headed.

Receive **one complimentary pass** (worth £495) in your annual membership and a 20% discounted rate on additional passes.

Receive unlimited passes for you and your guests to attend a minimum of five virtual **Hot Topic Webinars** per year.

These panel sessions featuring **industry experts** present the perfect opportunity to **learn** about a pressing industry topic, hear different perspectives, engage in debate and network with your peers.

Community Members receive **two tickets** for each in-person Hot Topic Event.

Develop or refresh your team's payments knowledge through The Payments Association's **Payments101 training course**.

This rigorous, interactive one-day course combines presenter-led sessions, thought-provoking videos and real-time discussions. Drawing on industry case studies, this CPD-certified course weaves together how payments works, how it is legislated, who does what and how customers benefit, with a focus on the practical applications of all four aspects - and where the industry is headed.

Receive **two complimentary passes** (worth £990) in your annual membership and a 40% discounted rate on additional passes.

Receive unlimited passes for you and your guests to attend a minimum of five virtual **Hot Topic Webinars** per year.

These panel sessions featuring **industry experts** present the perfect opportunity to **learn** about a pressing industry topic, hear different perspectives, engage in debate and network with your peers.

Community Patrons receive **four tickets** for each in-person Hot Topic Event.

Project webinars showcase the ongoing **thought leadership** and **policy positions** of The Payments Association's five major projects. The webinars enable you to understand The Payments Association's approach to these important areas and to gain insight from the industry experts involved in each project.

As a member, you receive unlimited access to the virtual **project webinars**.

A complimentary consultation with **SkyParlour's** co-founder, Angela Yore to review your current public image and content strategy. Afterwards, you will be sent a bespoke one page report benchmarking your public image and outlining some key recommendations.

As an additional benefit of your membership, **NovitasFTCL** are offering complimentary preliminary advice to progress your M&A or capital raising objectives.

To join our community, call Tom McCormick on +44 20 3746 2984
or email tom.mccormick@thepaymentsassociation.org

Become a Knowledge Partner or Benefactor

Knowledge Partner

Starting from £40,000 +VAT

If you prefer the flexibility of becoming involved in a number of different Projects rather than exclusive to one, you could become a knowledge partner. You would be sponsoring individual content outputs from a range of different topic areas and industry sub-themes, within The Payments Association projects. This would allow you to sponsor/partner on a number of alternative content pieces, as well as achieve membership status (and benefits).

When joining a project with a Benefactor the Benefactor will contribute to the work produced and have their Branding as Benefactor mentioned on the work produced.

Benefactor

£71,000 +VAT

Become a Benefactor of The Payments Association to engrain and align your company brand with one of the 5 annual key projects. Our projects form a key part of The Payments Association mission statement and policy agenda, giving you the opportunity to shape its direction, influence our research and priorities, and some of the content outputs we commit to.

With a guaranteed role on the project team, Benefactor status gives you exclusive commercial rights and brand presence while raising your profile as a thought leader across The Payments Association portfolio bringing with it the highest level of brand visibility and promotion, both passive (brand visibility) and active (high level content syndication), positioning you alongside our other Benefactors: Mastercard and GPS.

The Benefactor must agree to other companies participating in the project and at times providing additional funding to contribute to the project's outputs (companies that provide this additional funding are known as knowledge partners). The content of the output produced for the knowledge partner is determined by them in agreement with The Payments Association, and The Payments Association will also share ownership with them. However, we will always ask the Benefactor to participate where appropriate, and any content produced will acknowledge the Benefactor status.

Alignment and exclusivity of one of our projects.

Content syndication - Content assets to be provided by the client, and hosted and promoted through all of The Payments Association channels (online community, LinkedIn, Twitter, email, newsletters). The term is 3 months, our recommended cadence is 1 content asset per month. i.e. for 3 months content syndication, the client may rotate up to three assets during programme duration.

Assets can include:

- Whitepapers
- Case-studies
- Reports
- Opinion/guest-blog Pieces
- Recorded interviews

All content assets will be hosted on The Payments Association website (<https://www.thepaymentsassociation.org/>) and need to be provided to The Payments Association (by the client) ahead of an agreed publishing schedule.

Opted in contact details - name, company and contact details where provided and authorised by readers (subject to GDPR) will be provided to the client monthly and at the end of the term.

Brand promotion on all project collateral.

Sponsorship of a Project driven Webinar. Exclusively branded 60 minute editorial webinar, featuring findings of the whitepaper (if launched in conjunction), prominent speaking position in a moderated panel session with other industry leaders, dedicated promotion, registrant contact information, and supported invitations and invite target campaign from The Payments Association.

Sponsorship of a professional publication on a trending industry issue, promoted as a 'The Payments Association' **Whitepaper** supported/powered by Sponsor (example attached) with your questions added to the research phase, content inclusion, and welcome messaging, comments to be added to press release, provision of leads (with contact information of those who downloaded it), branding, and included on all associated marketing efforts etc.

Inclusion in The Payments Association Insights Talk (podcast), focussed upon a sub theme of the Project area you are the benefactor upon. Distributed via all The Payments Association channels, hosted on-demand via The Payments Association website and online community platform.

Host an Open-mic session within the subject of your Project - a drop-in call (on Zoom) that's available to all The Payments Association members, an opportunity to openly discuss the planned topic with other members that have an interest in the subject, each self-selecting based on their role in the industry and relevance to the topic/their product/service area.

If a Knowledge Partner joins the project you will receive the recognition of being the Benefactor of the project. This will include branding, input in the piece of work. **The knowledge partner & The Payments Association will align the work within the project scope.*

Benefactors will also become Community Patrons, with all the benefits of that package.

The Payments Association Ambassadors

The Payments Association Ambassadors are independent payments experts who support our members by providing advice and guidance, and actively promote The Payments Association and its objectives.



LEAD AMBASSADOR
David Parker
 CEO
Polymath Consulting



David Carr
 CEO
EU Prepaid Ltd



Jackie Barker
 CEO
Barker Consultancy Ltd



Alan Smith
 Founder
Defrayal Limited



Ravi Meshram
 Director
New Startup Ventures



Mark McMurtrie
 Director
Payments Consultancy Ltd



Michael Chambers
 Director
Northey Point



Ian Staniforth
 Director
twenty8k consulting Ltd



Teresa Connors
 Client Director
Payment Matters



Anne Pieckielon
 Independent Payments Consultant



Dr. Ruth Wandhofer
 Payments Expert



Nim Haas
 Director
Tech Fuse



John Schratz
 Managing Director
Eclipse Enterprise Consulting



Matteo Dessi
 Director & Founder
FNIX



Jane Jee
 Lead for Project
Financial Crime The Payments Association

The Payments Association Partner Associations

The Payments Association has established Partner Associations in Asia and the EU in Luxembourg. Like The Payments Association in the UK, they deliver events to enable collaboration and projects to enable change. They are committed to sharing and exchanging knowledge, and building bridges across the world so their members and those of other Partner Associations benefit and can speak together with a louder global voice.

When a company is a Member, Patron or Benefactor of one 'The Payments Association' and wants to join another 'The Payments Association', the price is discounted. For information about the cost of joining our Partner Associations, or the cost of The Payments Association Global Membership, please call Tom McCormick on +44 20 3746 2984 or email tom.mccormick@thepaymentsassociation.org



Thibault de Barys
 Vice-Chairman & General Manager
The Payments Association EU



Camilla Bullock and John Ryan
 Joint Director General
EPA Asia



the payments association

If you have any questions please do not hesitate to contact us, The Payments Association team is here to help...

For Membership Enquiries or Awards Tables

Tom McCormick

Tel: +44 20 3746 2984

Email: Tom.McCormick@thepaymentsassociation.org

For Event Sponsorship Opportunities

Keri Farrell

Tel: +44 (0)7771 349575

Email: Keri.Farrell@thepaymentsassociation.org

News Building, 3 London Bridge St, London SE1 9SG, UK

Tel: +44 (0)20 7378 9890

Web: www.thepaymentsassociation.org

Email: marketing@thepaymentsassociation.org

@PAssoc