



Le 1er réseau du marketing

**Looking to connect directly  
with marketing decision-  
makers ?**

**Become an Adetem partner !**

# Adetem

## Who Are We?

With more than 1,500 members, Adetem, a non-profit association, is the largest network of marketing professionals in France, bringing together all marketing-related disciplines, including market research, customer experience, communication, data, digital and innovation.

**Our strength ?** Bringing together all areas of marketing to foster dialogue and showcase everyone's expertise, with a strong focus on collective intelligence.

**Our ambition ?** To inspire and guide the transformation of marketing by giving our members the insights and tools they need to understand, anticipate and navigate the evolving landscape of the profession.



# The value of partnering with Adetem



Reach and connect with decision-makers across marketing, digital, customer experience, communication and insights, leveraging Adetem's powerful network.



Engage with decision-makers looking for innovative ideas and solutions.



Associate your brand with Adetem's credibility and influence, and benefit from its strong visibility and reach among the media, thought leaders and across social media.



**But above all : a partnership built together and tailored to your needs and goals.**



# Our partnership Packages





# Why partner with the CMO Profiles 2026 study presentation ?

Associate your brand with the event celebrating the 2026 edition of the leading CMO Profiles study.

Co-produced by three leading names in marketing : Adetem x Ipsos bva x PwC.

## The event at a glance :

Venue : Amphi PwC - Neuilly-sur-Seine

Date : December 10, 2026 | 9:00 - 11:30 a.m.

140 attendees

## MARKETING: LE NOUVEAU CONTRAT DE VALEUR



Croissance, marque, client, IA  
Comment renforcer l'impact  
du marketing en 2027

10 DÉCEMBRE 2026  
09:00-11:30

PwC, Neuilly-sur-Seine

Réalisée par

ADETEM



pwc

### On the agenda :

**Opening Keynote** – « Context and Perspective on the CMO Profiles 2026 Study »

**Roundtable 1** – « The Marketing Decision-Maker Facing a New Performance Contract : Tensions and Paradoxes »

Moderated by *Olivier Bertin* – Marketing Strategy & AI Transformation Consultant

Featuring *Virginie Bloyet* – VP Marketing, Commercial Performance, Customer Experience Director, Suez

And other CMOs (to be confirmed)

**Key Findings from the 2026 Edition of CMO Profiles**

*Stéphane Marcel* – Chief Client Officer, Ipsos bva

**Roundtable 2** – « Is AI Truly Transforming Marketing, or Simply Accelerating What Already Exists? »

Moderated by *Jean-Christophe Bertrand* – Consulting Partner, PwC,

Featuring *Laurent Pavillon* – Global Head of Business Services, BNP Paribas Real Estate

And other CMOs (to be confirmed)

**Takeaway** – « The Marketer's 2027 Roadmap » : The 5 Priorities of Marketing Decision-Makers - *Jean-Christophe Bertrand* et *Olivier Bertin*

# Partnership Packages

CMO PROFILES  
2026

## CONTRIBUTORS

- **NETWORKING** : 2 invitations to the CMO Profiles 2026 Results Presentation (value: €190 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements during the event

€2,000  
excl. VAT

## SILVER

- **ACCESS TO THE PARTICIPANT LIST** : GDPR-compliant access to the full list of event attendees
- **COMMUNICATION SUPPORT** : Promotion of one piece of content of your choice on the topic (article, thought leadership piece, white paper, infographic, video, etc.)
- **NETWORKING** : 2 invitations to the CMO Profiles 2026 Results Presentation (value: €190 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements during the event

€5,000  
excl. VAT

## GOLD

- **SPEAKING OPPORTUNITY AT THE EVENT** (format to be co-created)
- **ACCESS TO THE PARTICIPANT LIST** : GDPR-compliant access to the full list of event attendees
- **COMMUNICATION SUPPORT** : Promotion of a piece of content of your choice on the topic (article, opinion piece, white paper, infographic, video, etc.)
- **NETWORKING** : 2 invitations to the CMO Profiles 2026 Results Presentation (value: €190 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements during the event

€10,000  
excl. VAT





# Why partner with the Intelligence Forum 2027 ?

The leading annual event for professionals in market research, insights, data and customer intelligence.

Organized by two leading professional organizations : Adetem and Syntec Conseil.

- **The event in numbers :**
- 200 attendees
- 50% client-side professionals / 50% service providers

### Topics covered in previous editions :

IF 26 : “The Superpower of Insights in Business – Align, Amplify, Activate”

IF 25 : “Broaden Your Perspective”

### 2026 Partner Testimonial

“Beyond visibility, our goal was clear: to achieve measurable ROI. Our partnership enabled us to turn conversations into tangible business opportunities, resulting in two signed contracts.”



Watch the Best Of !

## 2026 Program Committee



François Abiven  
Repères



Thomas Barroca  
SNCF Voyageurs



Florence Husenot  
Adwise



David Ifrah  
Syntec Conseil



Philippe Le Magueresse  
Ex DGA OpinionWay



Isabelle Milgrom  
M2R



Claudie Volant-Rivet  
Adetem

## Thank you to our experts



Christine Antoine-Simonet  
Danone



Fabienne Armengaud  
Crédit Mutuel



Armelle Belin  
Coopérative U



Frédéric Bocquet  
PMU



Sophie Chwedura  
Decathlon



Céline Combes-Muzart  
Equans



Laetitia Curillon  
Innoval



Matthieu Decraene  
Musée du Louvre



Jennifer Picard  
Sanofi



Norotiana Rakotonombana  
Andros

# Partnership Packages

## CONTRIBUTORS

- **NETWORKING** : 1 invitation to IF 27 (value: €950 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements

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**€2,000**  
**excl. VAT**

## DISCOVERER

- **EVENT PARTICIPATION** : Facilitation of a workshop
- **ACCESS TO THE ATTENDEE LIST** : GDPR-compliant access to the full list of participants in your workshop
- **NETWORKING** : 2 invitations to IF 27 (value : €1900 excl. VAT) and 2 invitations to Adetem networking events (value : €200 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements

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**€5,000**  
**excl. VAT**

## ACCELERATORS

- **EVENT PARTICIPATION** : workshop facilitation
- **ACCESS TO THE ATTENDEE LIST** : GDPR-compliant access to the full event attendee list
- **COMMUNICATION SUPPORT** : Promotion of one piece of content of your choice related to the topic (article, thought leadership piece, white paper, infographic, video, etc.)
- **NETWORKING** : 3 invitations to IF 27 (value: €2,850 excl. VAT) and 2 invitations to Adetem networking events (value: €200 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements

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**€7,500**  
**excl. VAT**

## ARCHITECTS

- **EVENT PARTICIPATION** : Take part in both key moments of 27 IF : a speaking opportunity during the plenary session (keynote or panel discussion – format co-created) and workshop facilitation.
- **ACCESS TO THE ATTENDEE LIST** : GDPR-compliant access to the full event attendee list
- **COMMUNICATION SUPPORT** : Post-event interview shared across Adetem and partner channels; promotion of one piece of content of your choice related to the topic (article, thought leadership piece, white paper, infographic, video, etc.); and an interview with an Adetem media partner.
- **NETWORKING** : 3 invitations to IF 27 (value: €2,850 excl. VAT) and 2 invitations to Adetem networking events (value: €200 excl. VAT)
- **VISIBILITY** : Logo featured across all communication materials (email campaigns, social media, etc.) and on-screen acknowledgements

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**€10,000**  
**excl. VAT**



# Adetem Live

## The concept ?

- TV-style format : 1 hour
- 60 to 350 participants
- Content-driven format built around a high-quality topic aligned with your area of expertise
- Featuring one expert (you) and 1 or 2 marketing decision-makers as guest speakers

## Why partner with Adetem Live Sessions ?

- **Boost your brand awareness among a highly qualified audience of marketing decision-makers.**
- **Enjoy exclusive visibility before, during and after the live event, including logo placement, mentions and replay content.**
- **Showcase your expertise by addressing key topics and challenges for marketing professionals.**
- **Benefit from a dynamic, high-impact format.**

Leverage an engaging TV-style format designed to make a lasting impression.

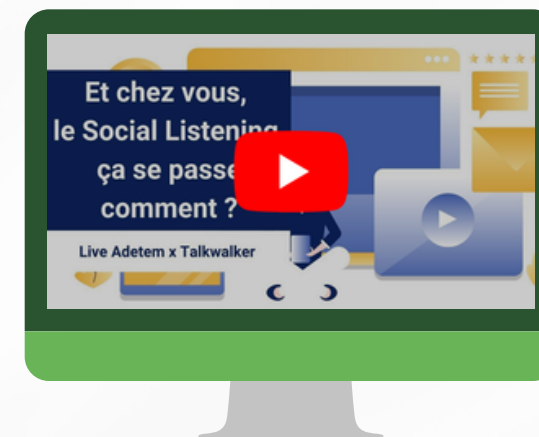
- **Extend your reach with the replay and connect with a broader audience beyond the live event.**
- **Benefit from Adetem's support and expertise.**

Expert guidance in selecting the right topics and speakers.

Personalized advice to maximize the impact of your speaking opportunity.



Watch the  
replay !





# Adetem Live Partnership Package

- **Co-creation of the programme**, format, invitations and more...
- **Adetem's recommendations for speakers and CMO guest contributors**
- **Moderators/hosts** proposed by Adetem, if needed
- **GDPR-compliant list of registrants and attendees**
- **Communication & Visibility**
  - **Promotion of one piece of content of your choice related to the topic** : article, thought leadership piece, white paper, infographic, video, etc.
  - **Active promotion across Adetem's entire ecosystem** (email campaigns, social media, etc.)
  - Access to the event **replay**
- **4 invitations to Adetem networking events** for your client-side guests

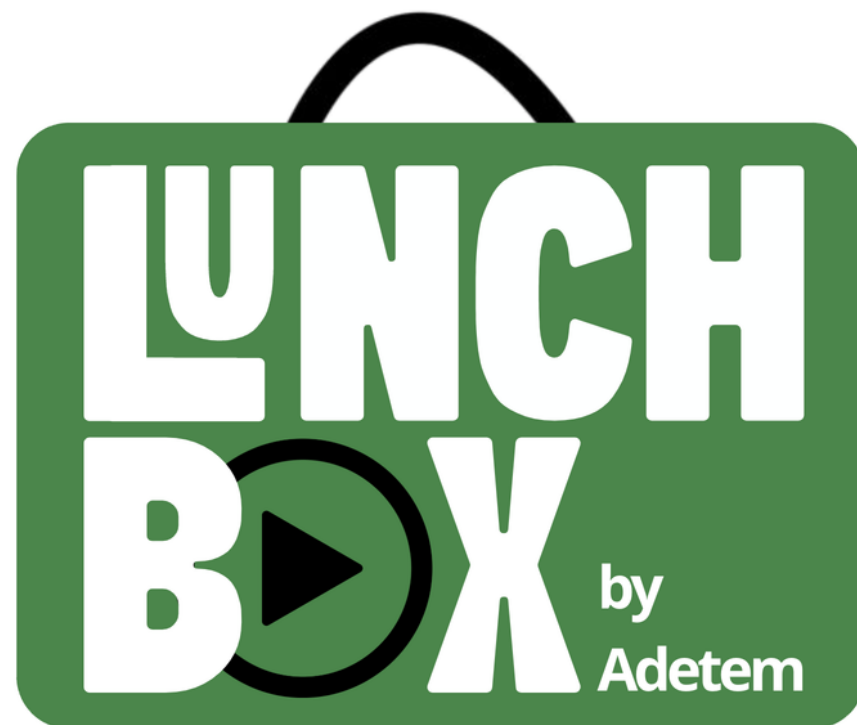
**€12,000 excl. VAT**

**€10,000 excl. VAT (Webinar option)**

# Adetem Lunch Box

## How does it work ?

- Providing answers to the ever-increasing complexity of tools and practices, while offering insights into emerging trends, new practices and their implications.
- A short, practical webinar format: 30 minutes + 15-minute Q&A  
20 to 60 participants
- One expert (you), ideally joined by a client-side marketing decision-maker as a guest speaker



Le break malin des marketeurs curieux

## Why partner with an Adetem Lunch Box ?

- **Showcase your solution or service through Adetem's communication channels :**

Newsletters, social media and website.

- **Showcase your expertise**

Lead a tailored workshop to share your best practices and case studies.  
Position your brand as a go-to expert in your field.

- **An interactive format to maximize impact**

Foster direct engagement with participants.  
Address real-world challenges faced by marketing professionals and capture their attention.

# Adetem Lunch Box Partnership package

- **Co-development** of the content
- **Co-hosting** of the workshop
- **Promotion of one piece of content of your choice related to the topic** : article, thought leadership piece, white paper, infographic, video, etc.
- **Active promotion across Adetem's entire ecosystem** : email campaigns, social media, etc.
- **GDPR-compliant** list of registrants
- Access to the event **replay**
- **2 invitations to Adetem networking events** for your advertising clients

**€5,000 excl. VAT**

# Signature Meetings

## How does it work ?

- Bring together a select group of senior marketing and business leaders over a **private breakfast, lunch or dinner** in a prestigious setting, centered around your latest news and key topics.
- For client-side professionals only : marketing, customer experience, digital and communications decision-makers from large corporations and mid-sized companies
- Limited to 10 participants
- Open discussion and direct interaction with the group
- Opportunity to invite your clients and/or prospects



## Why partner with a Signature Meeting?

- **Enjoy privileged access to senior marketing decision-makers in an exclusive, intimate setting**

Engage in open conversations in a relaxed and convivial environment, designed to foster meaningful discussions.

- **Benefit from a tailored selection of guests**

We handpick participants who align with your objectives.

- **Maximize your visibility through an exclusive partnership**

As the exclusive partner, your brand is the only one featured throughout the event.



# Partnership details

- **Co-development** of the topic and format
- **Open discussion and direct interaction** with the group
- **Brand visibility** across all event communications
- **Promotion of your content** across Adetem's social media
- **4 invitations** to **Adetem networking** events for your advertising clients

## Testimonial



**Cyndie Bettant – Cision**

**VIP Meetings Partner**

*"This is exactly what I was looking for. The guests were top-notch — you really nailed the selection."*

# Partnership packages



**€10,000 excl. VAT** when hosted at your premises (catering at your expense)



**€13,000 excl. VAT** when hosted at an external venue (catering included)

# CMO Club Dinners

## How does the CMO Club work?

An exclusive VIP club for B2B and B2C client-side decision-makers, bringing together Marketing, Customer Experience, Communications, Digital and Innovation Directors from leading French and international companies.



## Why partner with a CMO Club Dinner ?

- **Enjoy privileged access to senior marketing decision-makers in an exclusive, intimate setting**

Engage in open conversations in a relaxed and convivial environment, designed to foster meaningful discussions.

- **Benefit from a tailored selection of guests**

We handpick participants who align with your objectives.

- **Maximize your visibility through an exclusive partnership**

As the exclusive partner, your brand is the only one featured throughout the dinner.

# CMO Club Dinner Partnership package

- **Speaking opportunity and participation** in a **private** Adetem CMO Club **dinner**, bringing together **20–25 CMOs** and senior leaders in Customer Experience, Communications, Digital and Innovation from leading companies, in a relaxed setting designed to foster meaningful small-group discussions.
- Opportunity to attend the **4 virtual experience-sharing sessions** between CMO Club members as an **observer**.
- **Brand visibility** on the dinner invitation
- **Promotion of your content** across Adetem's social media channels
- **4 invitations** to **Adetem networking events** for your client-side contacts

**€10,000 excl. VAT**

# Upcoming CMO Club Dinners

- **Wednesday, September 16**

Managing Brand Perception

*With Matthieu Danielou, VP Search Intelligence - Cision*

- **Wednesday, November 18**

- CMO Career & Leadership + Exclusive preview of 2026 CMO Profiles edition

- **Wednesday, December 9**

Year-End Dinner - 19M Chanel



# Promotion of your event

## Why choose Adetem ?

- Gain direct access to Adetem's decision-maker community
- Leverage Adetem's powerful communications reach
- Associate your brand with Adetem's credibility and authority

## Partnership package

- **1 invitation email distribution** to Adetem's member database (1,600 contacts)
- **1 email distribution** of the invitation to Adetem's contact database (**9,000 qualified, GDPR-compliant contacts**)
- **Event promotion twice a month** in Adetem's Agenda newsletter
- **Event promotion on the News section** of the Adetem website

**€3,500 excl. VAT**

# Contact us For a tailored solution...



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# Among Adetem's partners...



PRODURABLE  
La communauté des acteurs de l'économie durable



datelia



...and many more !