

ADETEM

Le 1er réseau du marketing

Want 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

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A Qualified Audience

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

Business Opportunities

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

Strong brand image

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.

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Our partnership Packages



CMO PROFILES
2026

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



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 David Beaurepaire, Executive Director, Hellowork, Virginie Bloyet, VP Marketing, Commercial Performance, Customer Experience Director, Suez and Caroline Dupuy, Marketing Unit Manager, RATP Group

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

INTELLIGENCE FORUM
by Adetem X Syntec Conseil

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

Next edition : March 2027

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 !

2027 Program Committee



François Abiven
Repères



Thomas Barroca
SNCF Voyageurs



David Ifrah
Syntec Conseil



Philippe Le Magueresse
Océans et Astrolabe



Isabelle Milgrom
M2R



Claudie Voland-Rivet
Adetem

2026 Expert Committee



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

INTELLIGENCE FORUM
by Adetem X Syntec Conseil

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

€2,000 excl. VAT



DISCOVERER

- **EVENT PARTICIPATION :** Workshop facilitation
- **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

€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

€7,500 excl. VAT

ARCHITECTS

- **EVENT PARTICIPATION :** Facilitation of 2 workshops
- **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

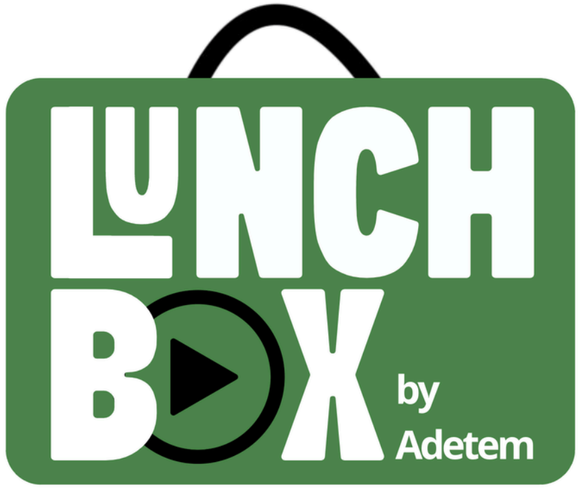
€10,000 excl. VAT

Adetem Lunch Box

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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.

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Adetem Lunch Box
Partnership package

- **Co-development** of the content
- **Speaking** during 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

Lab’IA Adetem

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What is Adetem’s Lab’IA ?

Lab’IA is a community of members with highly complementary areas of expertise, created by Adetem to offer its members a range of initiatives designed to provide practical support in navigating the transformation of marketing through AI: events, webinars, newsletters, best-practice guides, an AI glossary for marketing, a selection of leading use cases, and more...

Why become a Lab’IA partner ?

- **Associate your brand** with a leading community driving the digital transformation of marketing
- **Boost your brand** awareness among a highly qualified audience of marketing decision-makers
- **Showcase your expertise** by addressing key topics that matter to marketing decision-makers

LAB’ IA
ADETEM

Partnership Packages

LAB' IA ADETEM

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- **Logo displayed** on the Lab'IA page of the Adetem website, with the mention "*Supported by…*"
- **A partner insert** in the Lab'IA newsletter every quarter
- **Promotion of one piece of content of your choice :** blog post, opinion piece, white paper, infographic, video, etc.
- **2 invitations to Adetem networking events** for you and one client from the advertiser community

€4,000
excl. VAT

GOLD

- **Speaking opportunity** at a Lab'IA webinar (co-created content)
- Access to the webinar registrants' data, in compliance with **GDPR**
- Access to the webinar **recording**
- **Promotion of one piece of content of your choice :** blog post, opinion piece, white paper, infographic, video, etc.
- **A partner insert** in the Lab'IA newsletter every quarter
- **Logo displayed** on the Lab'IA page of the Adetem website, with the mention "*Supported by…*"
- **4 invitations to Adetem networking events** for you and your advertiser clients

€8,000
excl. VAT

Signature Meetings

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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)
- **€12,000 excl. VAT** when hosted at an external venue (catering included)

CMO
Club Dinners

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How does the CMO Club work?

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

CLUB DES DIRECTEURS MARKETING
by ADETEM

Why partner with a CMO Club Dinner ?

- **A dedicated CMO Club dinner in your honor**

An exclusive evening built around your presentation, showcasing your content, latest news and initiatives

- **Gain exclusive access to senior marketing decision-makers in an intimate setting**

Engage in open conversations in a relaxed, welcoming atmosphere conducive to meaningful exchanges.

- **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**, in a relaxed atmosphere designed to foster meaningful **discussions in an intimate setting**.
- **Brand visibility** on the dinner invitation
- **Promotion of your content** across Adetem's social media channels
- **4 invitations** to **Adetem networking events** for your advertiser contacts

€8,000 excl. VAT

CMO Club
Learning Expeditions

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How does the CMO Club work?

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

CLUB DES CMO
by ADETEM

Why Partner with a Learning Expedition?

- **Host the CMO Club at Your Company**

Host CMO Club members at your company.
Showcase your facilities and share your latest innovations.

- **Gain Exclusive Access to Senior Marketing Decision-Makers**

Connect and exchange ideas in an intimate setting that encourages open dialogue and meaningful conversations.

CMO Club Learning Expedition Partnership Package

- **Host Adetem CMO Club members at your premises**, with a cocktail reception at your expense, in a welcoming atmosphere that encourages meaningful conversations in an intimate setting
- **Brand visibility** on the event invitation
- **Promotion of your content** across Adetem's social media channels
- **4 invitations to Adetem networking events** for your marketing and advertising contacts

€5,000 excl. VAT



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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...



























































...and many more !