



INTELLIGENT
DATA CENTRES

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Lynchpin
Media

THE DATA CENTRE EXCHANGE

Tuesday, June 24 2025, London

Sponsorship opportunities

ROUNDTABLE DISCUSSION

Tackling the Data Centre Skills Shortage

Tuesday, June 24 2025

4pm-6pm

Pan Pacific London
The Newton Room
EC3A 7AB



Presented by

Lynchpin
Media



AGENDA


Enjoy insightful conversations paired with an exquisite wine and cheese tasting experience at the elegant **Pan Pacific London**.

4pm Networking

4.30pm Roundtable discussion

6pm *Intelligent Data Centres* networking event





The data centre sector has grown significantly in recent years, powering our increasingly digital economy. It's a sector which impacts every member of society – from CEOs empowering their teams through flexible working to gamers and YouTube stars lighting up the Internet. But despite this, it's an industry experiencing a severe skills shortage, fighting to make itself heard as a viable career path.

TOPIC

It is critical that the skills shortage is addressed to ensure digitalisation continues at a rapid pace and enables progression in developing markets.

In this CXO Priorities roundtable discussion – in collaboration with *Intelligent Data Centres* – Lynchpin Media's Director of Strategic Content, Alix Pressley, will explore:

- What's causing the skills shortage
- How the industry can better market itself to appeal to a wider audience
- The importance of addressing diversity and inclusion policies to encourage new talent
- How we can bring about change to ensure longevity of the industry

Insights shared throughout the discussion will shed light on the implications of failing to address this significant challenge, as well as key takeaways on how to tackle it head-on.

TABLE DISCUSSION

1. What are the key factors contributing to the current skills shortage in the data centre and infrastructure sector?
2. How can we better educate young people about the benefits and long-term career paths of a role in this sector – and does the government have a part to play?
3. What impact will AI and automation have on the skills shortage in terms of the need for human labour?
4. What long-term strategies should the industry adopt to ensure a steady flow of skilled professionals?



ELEVATE YOUR THOUGHT LEADERSHIP:

Speaker Opportunities – \$2,500

Enhanced Visibility:

- Photo and 250-word bio featured prominently on the event landing page
- Social media posts promoting your participation across Lynchpin Media's platform (12,586 followers)
- Featured on our *Intelligent Data Centres* online newsletter

Content & Media:

- A CXO Priorities one-to-one video interview with key speaker
- Live reporting on LinkedIn during the roundtable discussion

Post-Event Coverage:

- A roundup video interview after the roundtable discussion. Edited version provided to you and showcased on the *Intelligent Data Centres* website
- Photographs and bite-size video edits of the roundtable discussion shared with you

Networking & Recognition:

- Complimentary invitation to our *Intelligent Data Centres* networking event following the roundtable discussion
- Two-to-three-page post-event write up based on the roundtable discussion to feature in *Intelligent Data Centres* magazine.

INTELLIGENT DATA CENTRES NETWORKING EVENT



Concept

Keeping up to date with data innovations is key to **developing** and **learning** in the fast-paced data centre industry.

Intelligent Data Centres networking event (title of the event) is aimed at data centre professionals from all corners of the industry. These events are free to attend for end-users and feature limited vendor presence, creating the ideal atmosphere for relationship building.

This evening event offers free-flowing beverages and canapes to ensure an informal and relaxed setting for networking.

Tuesday, June 24 2025

6.30pm-10pm

**Pan Pacific London
The Maxwell room
EC3A 7AB**

ATTIRE: Smart/Business Casual

All end-users must pre-register and are invited to arrive between 6pm-8pm. Attendees will be met at registration by a Lynchpin Media representative and be handed a name badge.

HOW IT WORKS FOR VENDORS

If you're seeking to enhance your connections and visibility in the UK, EMEA and/or global markets, partnering with this event provides an excellent platform to do just that.

Audience:

This exclusive event is designed for C-level data centre professionals and other senior management, including roles in Technical, Operations and Procurement. We also welcome decision-makers and high-level influencers within their organisations.

To maintain an intimate and high-value environment, attendance is carefully curated, with a limited guest list of 40-50 professionals.

THE EVENING WILL HAVE NO MORE THAN FOUR VENDORS.

Exclusive Sponsorship Benefits – \$5k

Enhanced Visibility:

- Company logo and 500-word bio prominently featured on the event website. Your branding will remain on the event page as a past sponsor, ensuring long-term visibility
- Company logo and mentions in event-related posts across LinkedIn (12,586 followers)
- Company logo included in all pre- and post-event email communications with attendees
- Company logo on all event marketing collateral
- Ability to include marketing collateral in pre-event communications (specifications provided)
- Full-page advert in *Intelligent Data Centres* publication
- Company logo featured on the event welcome signage

On-Site Presence:

- Two vendor tickets to attend the event
- Opportunity to bring one pull-up banner (1m x 2m)
- Ability to provide giveaways and company literature

Data & Reporting:

- Access to registered attendee data (GDPR-compliant) including name, job title, company, email address and phone number
- Live LinkedIn reporting on the day of event

Post-Event Recognition:

- Company logo and mention in a three-page post-event feature in *Intelligent Data Centres* publication
- High-quality event photos shared with the sponsor post-event

Elevate Your Brand Visibility: Lanyard Sponsorship

- **Enhanced Brand Recognition:** Your company logo will prominently feature on every attendee's lanyard, ensuring maximum visibility throughout the event
- **Exclusive Opportunity:** This sponsorship is limited to one company, ensuring your brand stands out
- **Early Bird Advantage:** Secure this coveted sponsorship on a first-come, first-served basis
- **Streamlined Process:** Submit your branding guidelines one month prior to the event to guarantee timely production

GET IN TOUCH



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