



Discussion Forum 2024

13th May, London

Sponsorship Opportunities

The Animal Welfare Foundation (AWF) is the British Veterinary Association's animal welfare charity

We are a science-led, knowledge-based independent charity which has been putting animal welfare at the heart of veterinary science and education for the past 40 years.

AWF works to keep animal welfare at the forefront of the profession by funding research to inspire evidence-based action, leading impactful debates to push for higher animal welfare standards and deepening understanding of animal welfare through educational initiatives.





AWF Discussion Forum - a catalyst for advancing animal welfare

There are many obstacles that stand in the way of advancing animal welfare in the UK and the Animal Welfare Foundation works to overcome these.

The Discussion Forum is a platform where scientific research meets conscientious debate, and expert insights and informed discussions drive positive change for animal welfare.

Corporate Partners are warmly invited to join with AWF and sponsor aspects of this unique cross-species event, which brings together 200+ members of the UK veterinary and animal welfare professions.

Your participation in the Discussion Forum directly supports AWF's mission of keeping animal welfare at the forefront of the veterinary profession.



The Forum

The Discussion Forum has a track record for raising the profile of serious animal welfare issues, changing opinion and leading to the development of improved policies and practice.

Under the theme **'Animal Welfare, Ethics and Rights'**, the 2024 programme will give our audience a chance to critically engage on a range of topics, whilst providing them with an evidence-based framework from which to approach animal welfare.



Evening Reception



A drinks reception will be held at the venue, from 6-7.30pm.

The evening is an opportunity to socialise with influential figures and experts in the field of animal welfare and continue the discussions stimulated by the Forum.

The Animal Welfare Foundation and YOUR Business – together we can build a better future for the animals in our world

Thanks to the support of corporate partners like you, we can prevent complacency, challenge perceived wisdom and find innovative answers to the issues facing veterinary and animal welfare professionals working hard to improve animal welfare.

Our event brings people together from multiple levels of the animal industry - across media, policy-making, business, and animal health care to identify cross sector approaches to help achieve positive progress.

The benefits for your business:

- Align your brand with an event dedicated to advancing knowledge on animal welfare
- Network with thought leaders and influential professionals
- Find new partnerships and collaborations to grow your business
- Demonstrate the values and vision of your business
- Increased consumer presence and market reach
- Company reputation and positive media interest
- Employee engagement and retention

The 2024 Programme

Animal welfare, ethics and rights

Reflecting the theme of this year's Discussion Forum, our first session sets the scene for the day by clarifying the meaning of welfare, ethics and rights and exploring how these concepts overlap and interact.

Euthanasia: better a day too early than a day too late?

Small animals and equine

Reasons for delayed euthanasia are complex and difficulties in decision making impacts veterinary professionals, owners and of course, the animals themselves. This session will help delegates understand the issue of delayed euthanasia and how a team approach using decision-making tools can lead to better welfare.

Animal behaviour: not just a problem

Farm, small animals and equine

Animal behaviour is a critical, yet often overlooked, indicator of animal welfare. We will look at animal behaviour as a reflection of both physical and psychological state and hear from behavioural experts as we pose the question, is normal behaviour essential to good welfare?

The mind of insects and why they matter

Insects are now seen as a sustainable source of protein and the farming of insects is already impacting trillions of animals. As insect production booms with limited policy and regulation in place, there is a growing body of evidence on insect sentience. Our final session of the day will explore this emerging issue, helping delegates understand their role in protecting the welfare of these insects.

Event page: <https://www.animalwelfarefoundation.org.uk/discussion-forum/>

2024 Speakers

Animal welfare, ethics and rights

- **Sean Wensley**, Senior Veterinary Surgeon for Animal Welfare and Professional Engagement at PDSA, Chair of the Federation of Veterinarians of Europe (FVE) Animal Welfare Working Group
- **Angus Nurse**, Professor of Law and Environmental Justice, Anglia Ruskin University, Head of Criminology and Criminal Justice at Nottingham Trent University
- **Steve McCulloch**, Senior Lecturer, Department of Applied Social Sciences, University of Winchester

Euthanasia

- **Peter Sandoe**, Professor in Bioethics at the Royal Veterinary and Agricultural University of Copenhagen
- **Kelly Eyre**, RVN and Clinical Lead for the Royal Canin Feline Healthy Ageing Clinic at the University of Liverpool
- **Roxanne Kirton**, Head Vet (Equine), RSPCA and Clinical Behaviourist
- **Suzen Gregersen**, Managing Director & Founder, Vets2Home

Animal behaviour

- **Marian Stamp Dawkins**, Professor of Animal Behaviour, University of Oxford
- **Jo Hockenhull**, Head of Research at the Donkey Sanctuary
- **Nikki McLeod**, RVN, BVNA Council member, ABTC Trustee, University of Edinburgh MSc Clinical Animal Behaviour student
- **Carrie Tooley**, Veterinary Behaviourist, Behavioural Referrals Veterinary Practice

Insects

- **Jonathan Birch**, Associate Professor of Philosophy at LSE and Principal Investigator on the Foundations of Animal Sentience project
- **Meghan Barrett**, Insect neuroethologist and physiologist, California State University Dominguez Hills. Founding Director of the Insect Welfare Research Society (2023)

2024 sponsorship opportunities

Gold: Session sponsorship

£5,000 (VAT not applicable)

3 available

- 5 complimentary Forum and Reception tickets
- Link your name to one of our four main sessions: **Welfare, ethics and rights**; ~~Euthanasia~~; **Animal behaviour and Insects**
- Company logo displayed prominently beside the main presentation screen and on presentations during your chosen session
- Introduced as session sponsor by the session chair
- Showcase your company with an exhibition stand in the breakout/catering space during the day
- Introduced to key influencers during breaks
- Named as your chosen session's sponsor and acknowledged in communications and promotional material:
 - Thanked in session specific press releases (vet press, e.g. Vet Record, Vet Times and general press)
 - Logo & company description on Discussion Forum event page and programme
 - Featured in promotional emails to British Veterinary Association members and AWF audience
 - Featured in promotional advertising
 - Thanked in pre and post event delegate emails
 - Continued post-event exposure on AWF's YouTube channel

2024 sponsorship opportunities

Evening Reception sponsorship

Stand out by aligning your company with the evening reception: the culmination of a day dedicated to advancing knowledge and action to improve animal welfare

£4,000 (VAT not applicable) 1 available

- 4 complimentary Forum and Reception tickets
- Officially open the evening reception
- Showcase your company with an exclusive exhibition stand in the reception area
- Be introduced to key influencers throughout the evening
- Named as the Reception Sponsor and acknowledged in communications and promotional material:
 - Logo & company description on Discussion Forum event page and programme
 - Featured in promotional emails to British Veterinary Association members and AWF audience
 - Thanked in pre and post event delegate emails
 - Thanked in general event press releases
- Option to provide flyers or giveaways with your company's branding

2024 sponsorship opportunities

Silver sponsor

£2,000 (VAT not applicable)

2 available

- 4 complimentary Forum and Reception tickets
- Showcase your company with an exhibition stand in the breakout and catering space during the day
- Acknowledged in communications and promotional material:
 - Logo & company description on Discussion Forum event page and programme
 - Featured in promotional advertising in vet press and to AWF audience

Bespoke packages

As well as offering the packages outlined here, we would be delighted to accommodate your specific wish-list and budget.

If you would like to build your own bespoke package, please contact the AWF Manager to discuss your ideas.

Exhibition stand

£1,000 (VAT not applicable)

- Showcase your company with an exhibition stand in the breakout and catering space

Become an Animal Welfare Foundation Corporate Partner today

The 2024 Discussion Forum provides a unique opportunity for your company to invest in a cause that matters, showcasing your commitment to corporate social responsibility.

Contact the AWF Manager, Erika Singh:
erika@animalwelfarefoundation.org.uk

020 7908 6375

