



global pay fest 27

24 hours | 24 challenges | 24 experts

29TH APRIL 2027 | 00:00-23:59 BST | #GPF27

Building the World's Most Valuable Global Payroll Conversation. **Together.**



global pay fest 27

A **year-round content platform** connecting your brand with the people shaping the future of global payroll.

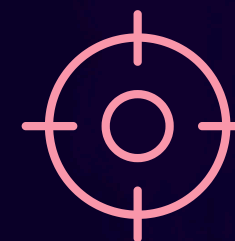
Reach Global Payroll & HR Decision-Makers.

Global PayFest is where payroll, HR, reward and technology leaders come together to explore the future of payroll. Sponsoring gives your organisation direct access to a global audience actively looking for expertise, partners and solutions.

If your organisation wants to be part of Global PayFest '27, get in touch to arrange an early conversation.



Global Reach: Access payroll & HR professionals across **over 80 countries**.



Targeted Audience: Reach a global payroll audience across 80+ countries, supported by 656,000+ video views across the global payroll community.



Thought Leadership: Position your brand alongside the **industry's leading voices**.

Trusted by the brands leading payroll transformation worldwide.

dayforce | deel. | SILVER CLOUD | BIPO | Payslip | ASB | Sage | VISTRN+ | iiPay | Deloitte. | papaya global | xperiencehr | W4 People | PayrollOrg | remote | TransferMate GLOBAL PAYMENTS

#GPF27 | 29.04.2027

What Your Partnership Delivers.

Your sponsorship doesn't end after event day – it's months of reusable marketing content and lead generation.

Brand

- ✓ Over 1 million campaign impressions
 - ✓ Global brand exposure
- ✓ Featured on The Payroll Podcast
 - ✓ Social campaigns
- ✓ 12 months promotional activity

Leads

- ✓ 699 opted-in prospects
 - ✓ Warm introductions
 - ✓ Follow-up meetings

Content

- ✓ Full recording
- ✓ Podcast clips
- ✓ Social assets
- ✓ Reusable marketing content.

656'000+

Video Views

80

Countries

699

Opted-in buyers

92%

Would recommend

97%

Found sessions highly relevant

Why Sponsors Partner With Global PayFest.



dayforce deel. SILVER CLOUD BIPO Payslip ASB

Deloitte. papaya global xperiencehr W4 People

Sage VISTRN + iiPay PayrollOrg remote TransferMate GLOBAL PAYMENTS

Global PayFest isn't your average event sponsorship.

Sponsors come to:

- ✓ educate the market
- ✓ launch products
- ✓ build trust
- ✓ create demand
- ✓ start conversations
- ✓ generate pipeline
- ✓ produce months of reusable content
- ✓ build relationships with senior payroll buyers before they're in-market.
- ✓ become recognised voices within the payroll industry
- ✓ discussions shaped by the real challenges facing global payroll professionals.

Our Audience & Reach.

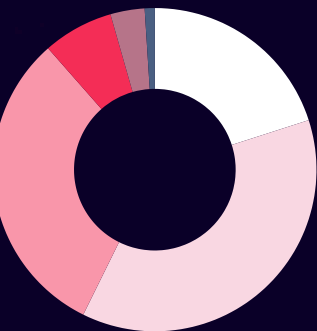
Who Attends?

- Heads of Payroll
- Payroll Directors
- HR Directors
- Reward Leaders
- CFOs
- Transformation Leaders

Solutions our audience is actively evaluating:

- Global Payroll
- Hiring & Expansion
- HR Technology
- Workforce Management & T&A
- Employee Benefits
- Payroll Outsourcing
- Compliance
- AI & Automation

Viewers by region:



APAC	19.9%
EMEA	37.2%
NOAM	31.0%
LATAM	7.2%
AFRICA	3.4%
NA / OTHER	1.3%

Key Industries

- Hospitality

Travel & Tourism

Retail

Accounting

Education & Professional Bodies
- Technology

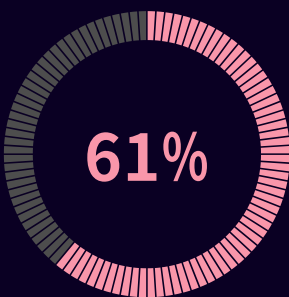
Professional Services

Finance & Insurance

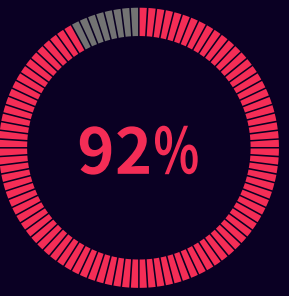
Healthcare

Media

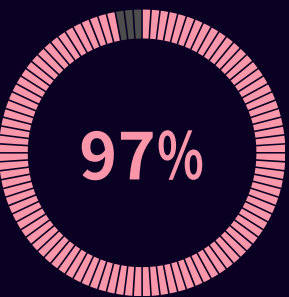
Manufacturing



61% of attendees were manager level or above.



92% would recommend Global PayFest to a peer or colleague.



97% rated the topics covered to their current payroll challenges as 'highly relevant'

"I appreciated that the sponsors were part of the conversation rather than interrupting it."

-Snr Manager

"The AI session completely changed how I think about the future of payroll and how AI & HI work together... you can't have one without the other"

-EMEA Payroll Lead

"Access on demand to relevant topics throughout the year is extremely helpful as the business grows."

-Director of People Ops

Sponsorship Packages.

Only 24 speaking opportunities available worldwide.

Early Bird* Package £7,250

- ✓ 60-Minute speaking session
- ✓ Logo on event website & promotional materials
- ✓ Social media mentions
- ✓ Topic reservation before public release
- ✓ Post-event registration list access (subject to consent)
- ✓ Clips featured on a GPF27 special episode of The Payroll Podcast

*offer ends 01.09.2026

BEST VALUE



Standard Sponsor £12,500

- ✓ 60-Minute speaking session + panel discussion
- ✓ Clips featured in GPF27 special episode of The Payroll Podcast
- ✓ Brand featured across every campaign stage
- ✓ Dedicated pre-event social media mentions
- ✓ Premium slot selection
- ✓ Promoted to JGA LinkedIn (90K followers)
- ✓ Dedicated email campaign to your audience, pre and post-event (55K subscribers)
- ✓ Your full video recording & transcript
- ✓ 6 x short form content reels
- ✓ Post-event registration list access (subject to consent)

Headline Sponsor

ENQUIRE NOW!

- ✓ All standard sponsor benefits, plus:
- ✓ Exclusive headline designation
- ✓ Dedicated email campaign to entire audience
- ✓ Premium placement everywhere
- ✓ Monthly pre-event social media mentions from September 2026
- ✓ 15-minute promotional segment
- ✓ Full feature episode on Payroll Podcast
- ✓ 30s ad played 3x during event
- ✓ Multi-platform content repurposing
- ✓ Optional virtual follow-up event with your target audience

ONLY 1 AVAILABLE!

Our sessions are discussion-led, interview-style conversations designed to educate and engage, rather than advertisements.

#GPF27 | 29.04.2027



Only 24 speaking opportunities available worldwide.

Each discussion focuses on one major payroll challenge. Once a topic has been allocated, it won't be repeated.

What Will Global Payroll Look Like in 2030?	How Payroll Delivers Employee Experiences ALLOCATED
AI in Payroll – Hype or Transformation?	Payroll Data: An Untapped Business Asset
Can Payroll Actually Become a Strategic Business Function?	Financial Wellbeing Through Payroll
The Global Payroll Talent Crisis ALLOCATED	Payroll's Role in Mergers and Acquisitions
Scaling Payroll During Rapid Growth	Cyber Security and Payroll Risk
Payroll Transformation – Why Do Projects Fail? ALLOCATED	Global Benefits and Payroll Alignment
One Global Payroll Platform – Reality or Myth	Payroll Technology: What's Actually Delivering Value?
Pay Transparency & Payroll's Growing Responsibility	How to Build a High-Performing Payroll Team
Managing Payroll Across Multiple Countries	The Future of Payroll Payments
The Future of Payroll Outsourcing	The Payroll Vendor Ecosystem: Too Many Tools?
Payroll Compliance in an Era of Constant Change	What Keeps Payroll Leaders Awake at Night?
Global Mobility, Remote Work and Payroll	The Global Payroll Leader's Summit ALLOCATED

*Sponsors are selected to ensure a balanced programme with limited overlap between competing solutions.

#GPF27 | 29.04.2027



10th Annual Global Payroll Week 26 – 30 April 2027

Maximize sponsorship impact by aligning with the industry's most celebrated week

Industry Alignment Benefits

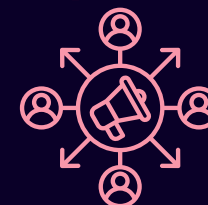
- Tap into heightened awareness during National Payroll Week and for 12 months post-event.
- Align your brand with global payroll celebrations and recognition.
- Benefit from synchronized industry marketing and communications.
- Join the conversation when payroll professionals are most engaged.



- Align with annual budgeting cycles through early commitment, **early-bird offers** and Q3 planning alignment.



- Reach **decision-makers** at the point they're actively evaluating solutions.



- Benefit from **6 months of pre-event marketing**, starting from September 2026.



- Position your brand at the peak of annual **industry focus and thought-leadership**.



How to Get Involved



Review Packages

Choose the tier and add-ons that align with your goals.



Select Conversation-Focus

Pick your preferred topic from the schedule.



Contact Us

Discuss customization and confirm availability.



Secure Your Spot

Sign agreement & submit branding materials.

Booking Process



Initial consultation call



Custom proposal (48 hours)



Agreement signed & deposit submitted



Immediate onboarding

Early commitment = Preferred slot selection + exclusive rates

Enquire Now!

Natalie Lloyd

Head of Brand &
Partnerships

natalie@jgarecruitment.com

Nick Day

CEO

nick@jgarecruitment.com

Book an initial conversation today to discuss your sponsorship package. Every sponsor works directly with our Head of Brand & Partnerships to shape a discussion that delivers value for both your organisation and our audience.

Only 24 sponsorship opportunities available worldwide.

Each discussion focuses on one major payroll challenge. Once a topic has been allocated, it won't be repeated.