



**trust conference**

INFORM. CONNECT. EMPOWER.

# PARTNERSHIP OPPORTUNITIES



[trustconference.com](https://trustconference.com)



@TrustConf



An initiative by

**THOMSON REUTERS  
FOUNDATION**

# WELCOME



**ANTONIO ZAPPULLA**

*Chief Executive Officer,  
Thomson Reuters Foundation*

As an independent charity, the Thomson Reuters Foundation's vision is for societies to be free, fair and informed. Our mission is to help shape a prosperous world where no one is left behind. Trust Conference's global reputation as a leading human rights forum and an accelerator of impact and change mean our work is more crucial now than ever before.

Each year at Trust Conference, we convene experts to build global awareness of critical issues linked to our areas of work, to inspire collective leadership and to help shape a prosperous world where no one is left behind. As a trusted facilitator, we bring together frontline activists, thought leaders and top decision-makers from the private and public sectors to raise awareness of human rights issues, foster more inclusive economies and advance media freedom.

The true power of this event lies in our audience – from experts, business leaders and innovators to our remarkable Changemakers. Together, we push the boundaries of what can be achieved to address some of the world's most urgent issues.

As we build our agenda for Trust Conference 2022 and look forward to enabling an in-person experience in London alongside our successful virtual platform connecting delegates across five continents, we invite you to think about how you can partner with Trust Conference and support our work. This is an opportunity to be part of a conference that truly makes a difference. We look forward to having you with us.

*Antonio*

# TRUST CONFERENCE IN NUMBERS



Established in 2013

2 DAYS

In 2021

800+

Attendees

75

Countries

14%

C-Suite attendees

83%

of attendees joining multiple events

5<sup>HR</sup> 26<sup>MIN</sup>

average watch length

64

Speakers

26.5M

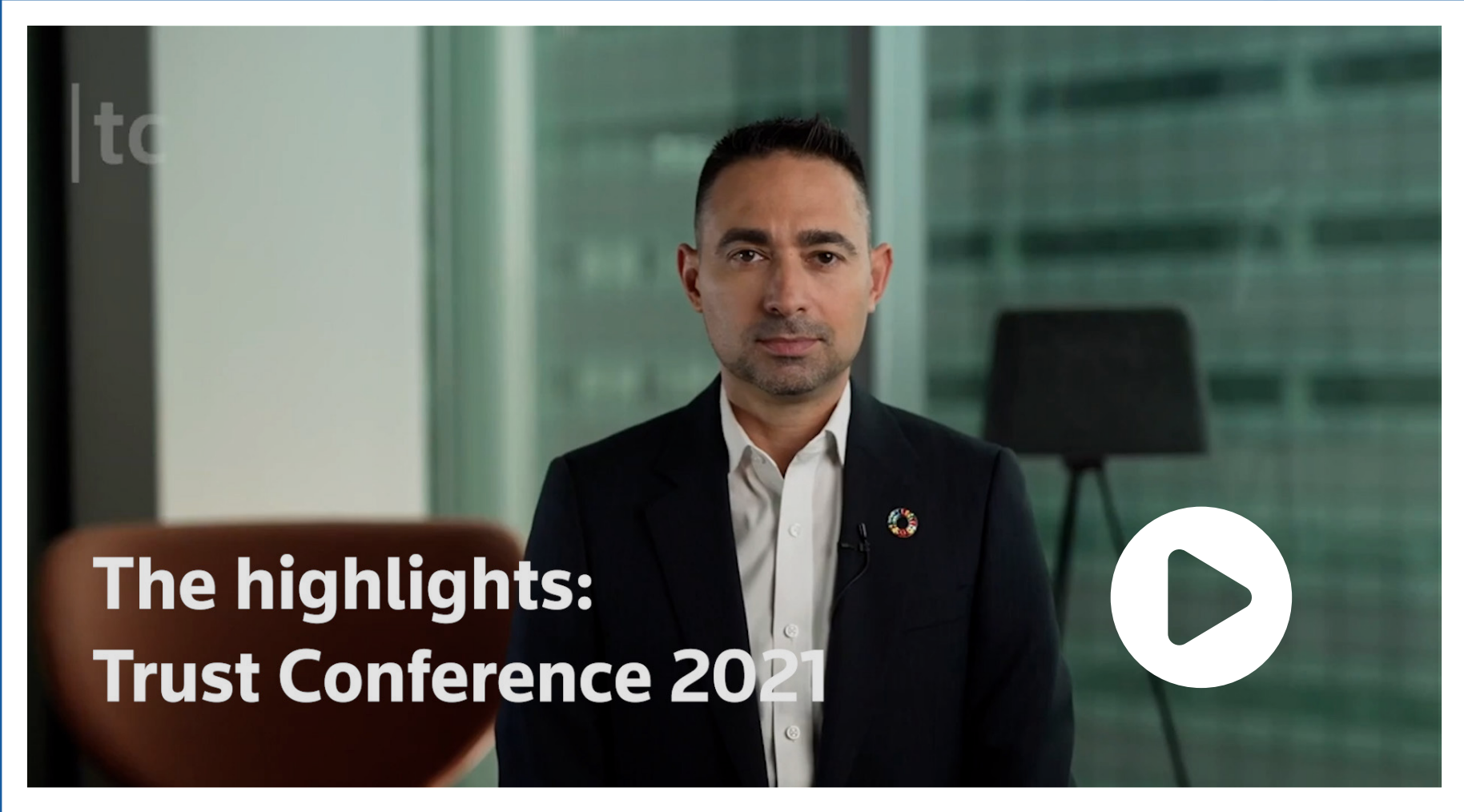
total online reach on social media

26.1M

press coverage readership

18%

of attendees new to Trust Conference





# TRUST CONFERENCE 2021 SPEAKERS

World leaders, policymakers, business experts, front-line activists, leading innovators and human rights defenders sharing insights, ideas and innovations for change:



**ADRIAN COCKCROFT**

VP AMAZON SUSTAINABILITY  
ARCHITECTURE, AMAZON



**ALESSANDRA GALLONI**

EDITOR-IN-CHIEF, REUTERS



**CHERYL L. DORSEY**

ECHOING GREEN & BOARD  
MEMBER OF SKOLL



**CRAIG NEWMARK**

FOUNDER, CRAIGSLIST  
AND CRAIG NEWMARK  
PHILANTHROPIES



**DANIELLE BELTON**

EDITOR-IN-CHIEF,  
HUFFPOST



**DR HILDA C. HEINE**

SENATOR AND FORMER  
PRESIDENT OF THE REPUBLIC  
OF THE MARSHALL ISLANDS



**DR JULIE POSETTI**

GLOBAL DIRECTOR OF RESEARCH,  
INTERNATIONAL  
CENTER FOR JOURNALISTS



**J. BOB ALOTTA**

VP, GLOBAL PROGRAMS,  
MOZILLA FOUNDATION



**JACQUELYN  
MACLENNAN**

PARTNER, WHITE & CASE



**JAVIER PALLERO**

POLICY DIRECTOR,  
ACCESS NOW



**JILL TUCKER**

HEAD OF LABOUR  
RIGHTS PROGRAMME,  
LAUDES FOUNDATION



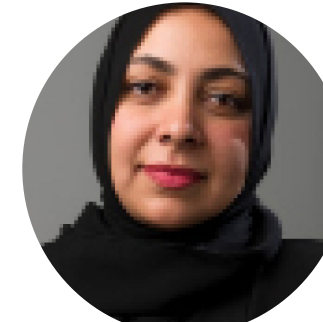
**JORGE RUBIO NAVA**

GLOBAL HEAD,  
SOCIAL FINANCE, CITI



**KANBAR HOSSEIN BOR**

UK COORDINATOR MEDIA  
FREEDOM CAMPAIGN & DEPUTY  
DIRECTOR DEMOCRATIC  
GOVERNANCE, FCDO



**KHADIJA PATEL**

CHAIRPERSON OF THE INTERNATIONAL  
PRESS INSTITUTE & HEAD OF  
PROGRAMMES AT THE INTERNATIONAL  
FUND FOR PUBLIC INTEREST MEDIA



**LUCY WESTCOTT**

EMERGENCIES DIRECTOR,  
COMMITTEE TO PROTECT  
JOURNALISTS



**MA JUN**

DIRECTOR OF THE INSTITUTE OF  
PUBLIC & ENVIRONMENTAL AFFAIRS



**MARIA RESSA**

CEO OF RAPPLER &  
NOBEL PEACE PRIZE LAUREATE



**MICHAL RUTKOWSKI**

GLOBAL DIRECTOR FOR SOCIAL  
PROTECTION AND JOBS, THE  
WORLD BANK GROUP



**NADINE HOFFMAN**

DEPUTY DIRECTOR,  
INTERNATIONAL WOMEN'S  
MEDIA FOUNDATION



**NISHANT LALWANI**

MANAGING DIRECTOR,  
LUMINATE



**JEFFREY D. SACHS**

PROFESSOR AND DIRECTOR  
OF THE CENTER FOR  
SUSTAINABLE DEVELOPMENT,  
COLUMBIA UNIVERSITY



**RACHEL BARRÉ**

ENVIRONMENTAL LEADERSHIP  
DIRECTOR, L'ORÉAL



**RASMUS NIELSEN**

DIRECTOR, REUTERS  
INSTITUTE FOR THE STUDY  
OF JOURNALISM



**SCOTT CARPENTER**

DIRECTOR OF POLICY AND  
INTERNATIONAL ENGAGEMENT,  
JIGSAW



**SCOTT GRIFFEN**

DEPUTY DIRECTOR,  
INTERNATIONAL PRESS  
INSTITUTE



**SHAMINA SINGH**

EXECUTIVE VICE PRESIDENT,  
SUSTAINABILITY, MASTERCARD



**SHARAN BURROW**

GENERAL SECRETARY,  
INTERNATIONAL TRADE  
UNION CONFEDERATION



**VIVIAN SCHILLER**

EXECUTIVE DIRECTOR,  
ASPEN DIGITAL



**YVONNE AKI-SAWYERR  
OBE**

MAYOR OF FREETOWN



**ZAHRA JOYA**

JOURNALIST & FOUNDER OF  
RUKHSHANA MEDIA, AFGHANISTAN

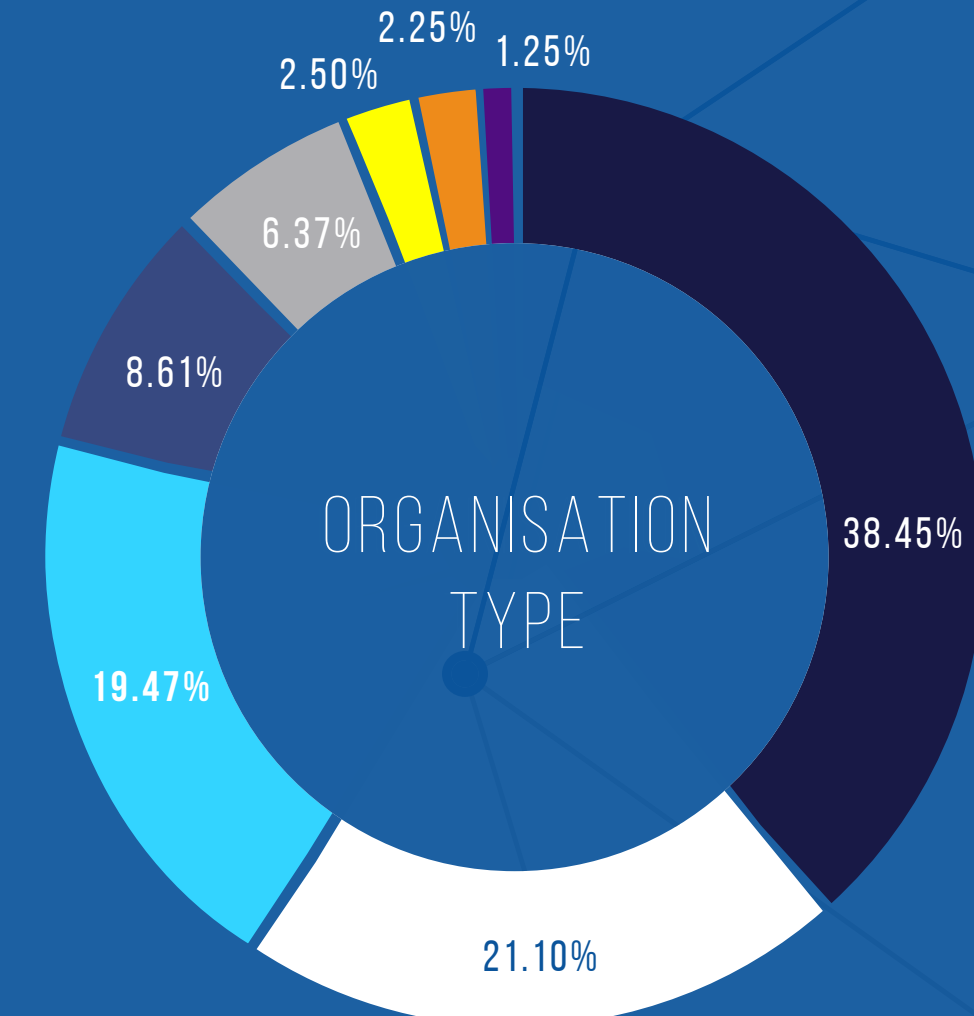
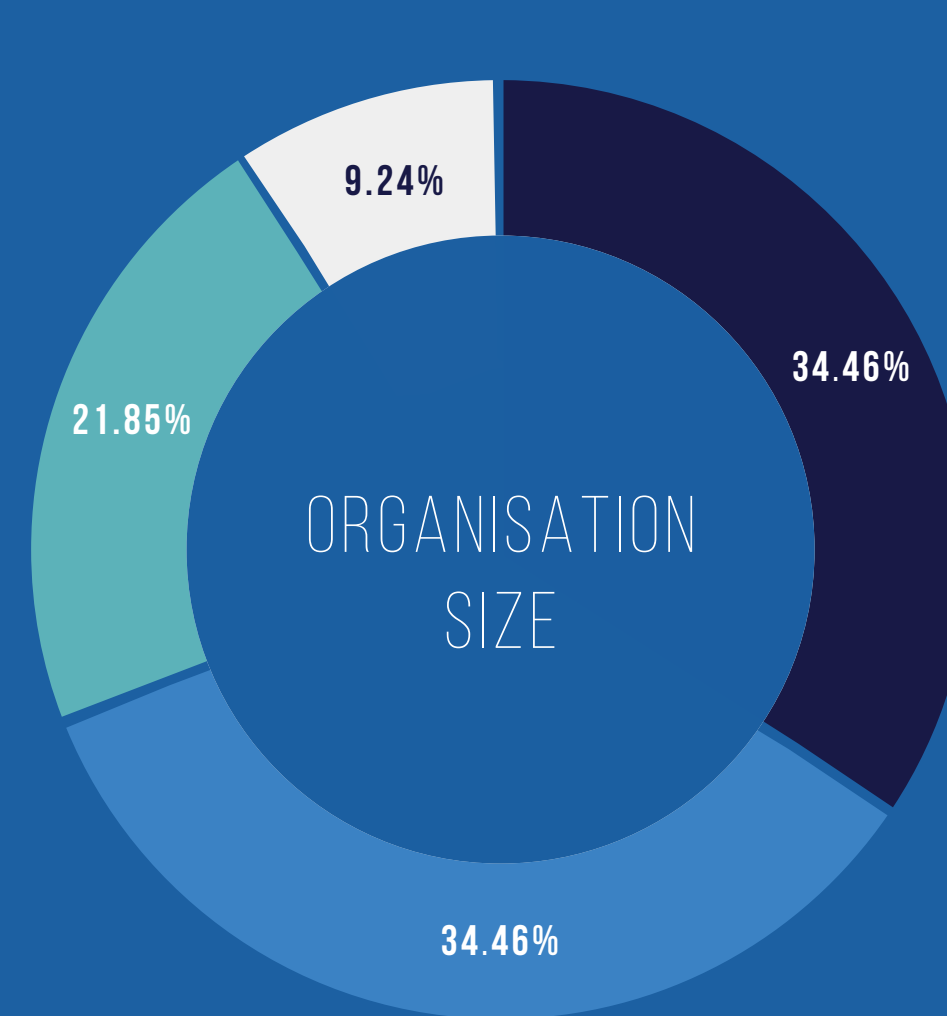
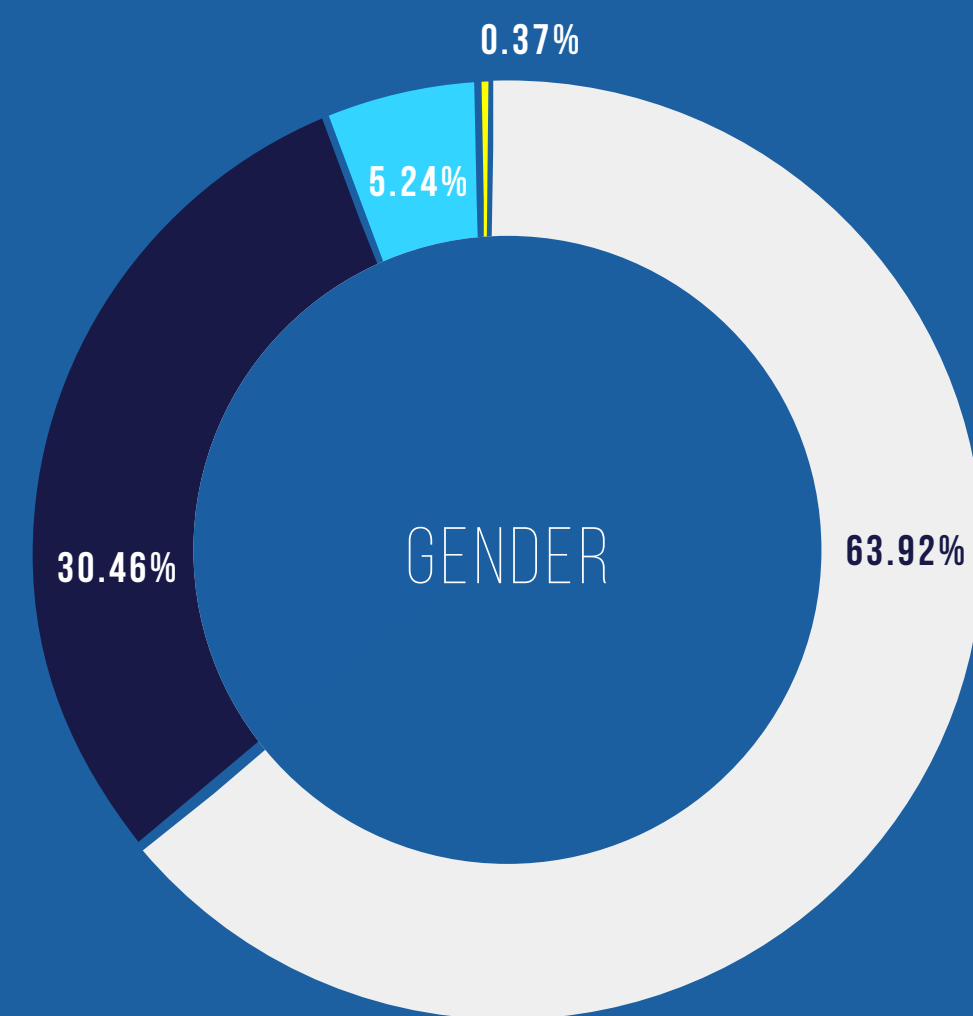
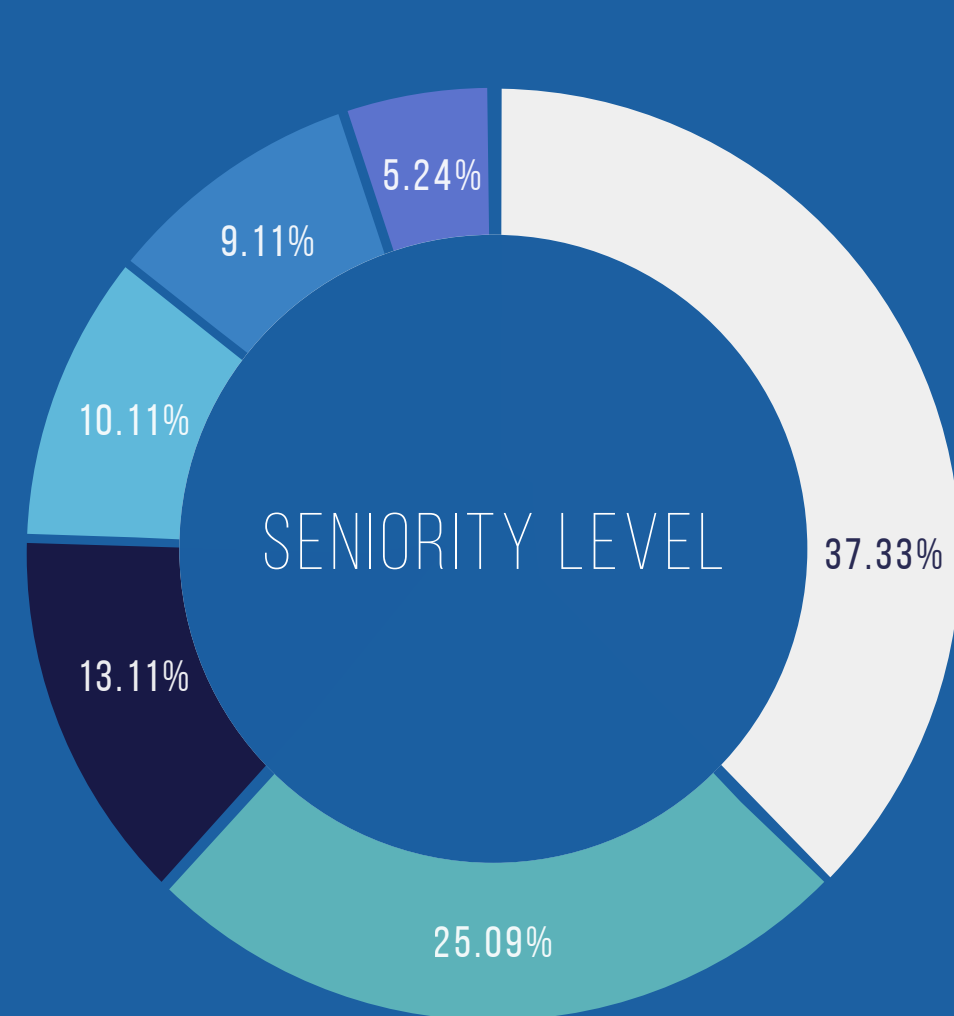


# TRUST CONFERENCE DELEGATES

A highly influential and growing audience from the worlds of business, philanthropy, civil society, and government:



# TRUST CONFERENCE ATTENDEES



MID LEVEL 37.33%  
 SENIOR/DIRECTOR 25.09%  
 ENTRY LEVEL/JUNIOR 10.11%  
 CEO OR FOUNDER 9.11%  
 EXECUTIVE/VP/CXO 5.24%  
 OTHER 13.11%

FEMALE 63.92%  
 MALE 30.46%  
 PREFER NOT TO SAY 5.24%  
 NON-BINARY 0.37%

250+ EMPLOYEES 34.46%  
 1-49 EMPLOYEES 34.46%  
 50-249 EMPLOYEES 21.85%  
 OTHER 9.24%

NGO 38.45%  
 CORPORATION 21.10%  
 OTHER 19.47%  
 MEDIA ORGANISATION 8.61%  
 EDUCATIONAL ORGANISATION 6.37%  
 SOCIAL ENTERPRISE 2.50%  
 GRANT-GIVING ORGANISATION 2.25%  
 GOVERNMENT BODY 1.25%



# TRUST CONFERENCE ATTENDEES' GLOBAL REACH

## TOP 5 COUNTRIES



UNITED KINGDOM



UNITED STATES



INDIA

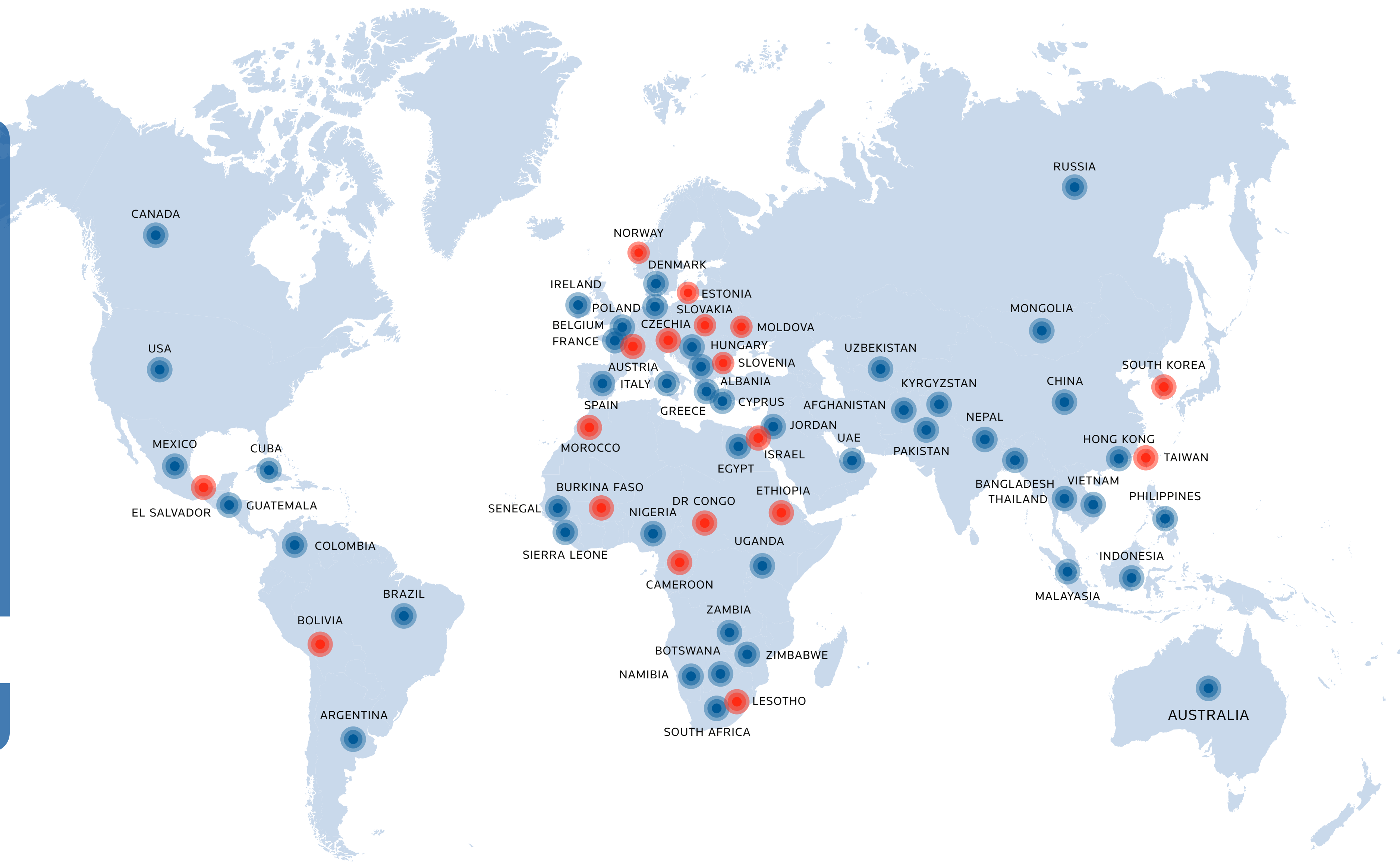


NIGERIA

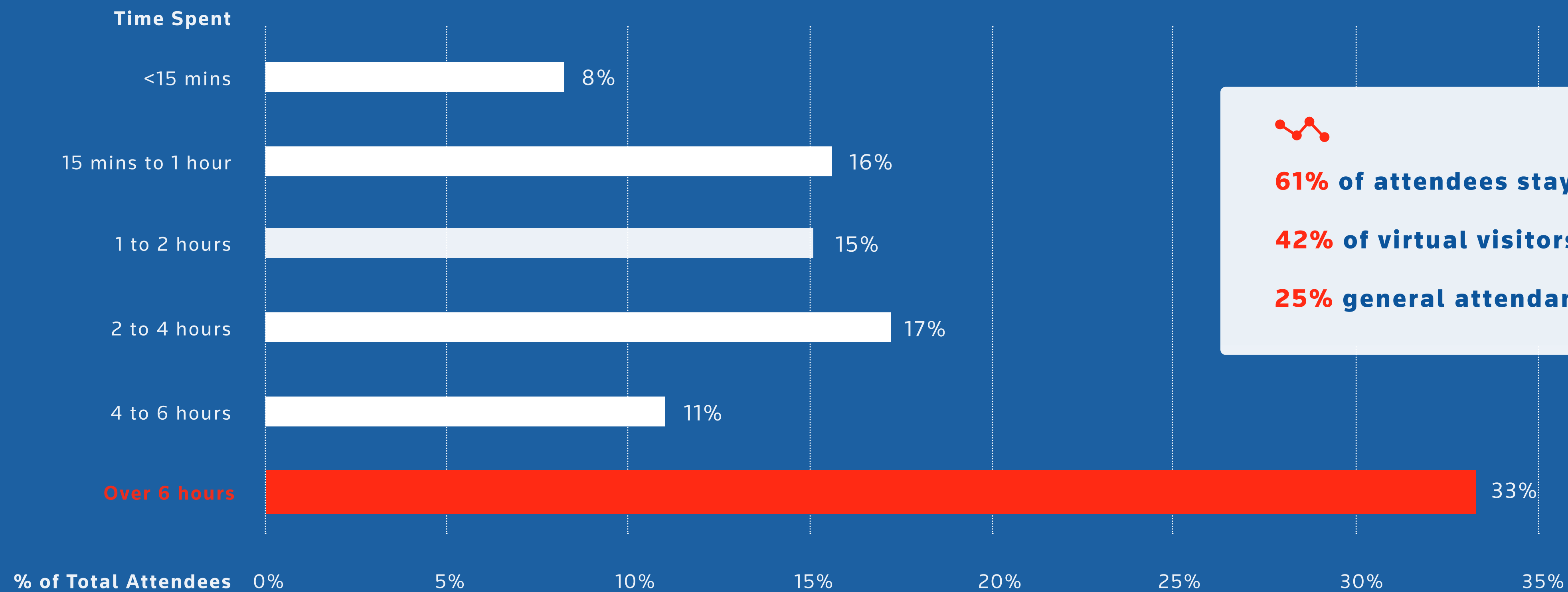


CANADA

 New countries in 2021



# TRUST CONFERENCE HIGHLY ENGAGED AUDIENCES



**61% of attendees stayed for at least 2 hours**

**42% of virtual visitors networking**

**25% general attendance across both days**



# TRUST CONFERENCE 2021 SOCIAL COVERAGE



#TC2021 – 26.5 MILLION REACH

## TOTAL

IMPRESSIONS\*

379,117

ENGAGEMENT RATE

2.6%

POSTS

282



IMPRESSIONS

235,633

ENGAGEMENT RATE

2%

POSTS

139



IMPRESSIONS

51,834

ENGAGEMENT RATE

2.5%

POSTS

72



IMPRESSIONS

91,650

ENGAGEMENT RATE

4.2%

POSTS

71



# TRUST CONFERENCE DRIVING THE CONVERSATION FORWARD

In 2021, Trust Conference commanded coverage in **more than 75 separate media outlets across the world**, including major platforms such as CNBC, National Post, Daily Mail, Deutsche Welle and Global Times, reaching, on average, approximately **26.1 million viewers and readers**.





# THANK YOU TO PAST TRUST CONFERENCE SPONSORS & PARTNERS



# | 2021 CHANGEMAKERS PROGRAMME

In 2021, we enabled 24 global Changemakers to participate in a five week learning programme – culminating in a Conference presentation. Frontline advocates striving for solutions to some of the world's most pressing challenges were connected with local independent journalists who are explaining and amplifying those issues through media, while strengthening their networks and building their capacity.

**78%** of the Changemakers strongly agreed that they felt confident about the programme driving positive change in their career within the next two years

| THEMATIC AREAS COVERED: SOCIAL INCLUSION,  
CLIMATE CHANGE AND DIGITAL RIGHTS

SUB-SAHARAN AFRICA

ASIA-PACIFIC

## | 2021 CHANGEMAKERS INCLUDED:



**RITA  
ROBERT OTU**

CEO,  
Beau Havens Farm



**KOFI ADU  
DOMFEH**

News Editor,  
Freelancer



**CHITRA  
IYER**

Founder,  
Space2Grow



**ANKITA  
ANAND**

Editor,  
Unbias the News



**IMANI  
HENRICK  
LUVANGA**

Journalist and  
Communications Officer,  
Zaina Foundation



**BOUBA  
AEISATU**

Executive Director,  
Forum Des Femmes  
Autochthones du  
Cameroun



# | PARTNER WITH US

## TRUST CONFERENCE IS BACK IN PERSON FOR 2022 AND WE NEED YOUR SUPPORT!

We are creating opportunities for selected partners aligned with our values and mission to connect with our unique audience in meaningful and targeted ways, including through facilitating curated sessions, highlighting recent research and publications, hosting workshops and masterclasses or presenting case studies.

Showcase your thought leadership and demonstrate commitment to advancing dialogue on these important issues, while delivering on value-driven business development objectives.

**For more information and to discuss tailored strategic partnership options, please contact:**

**Isadora Tharin, Head of Corporate Partnerships**

✉ [isadora.tharin@thomsonreuters.com](mailto:isadora.tharin@thomsonreuters.com)





MEDIA FREEDOM  
INCLUSIVE ECONOMIES  
HUMAN RIGHTS

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