

The BCO logo consists of the letters 'BCO' in a bold, white, sans-serif font, centered within a teal square. The background of the entire page is a photograph of a professional event, showing people from behind, looking towards a whiteboard or presentation area. A white metal railing is visible in the foreground, partially obscuring the view.

**BCO**

# **IDEAS COMPETITION 2026**

## **PARTNERSHIP OPPORTUNITIES**

*Inspiring innovation: shaping the future of workplaces*

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**For more information or to reserve a package please contact:**

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**INTRODUCING...**

# **ENHANCED PARTNERSHIPS**

**You shared. We responded. The 'NextGen' of partner opportunities.**

The BCO are pleased to announce the new, enhanced partnership programme to support partners to build personal **Profile**, **Engage** invaluable with members, and advance **Prospect** relationships. Packages now align to your core partnership goals.

**Choose packages based on your core objectives.**

## **PROFILE**

Introduce your key team members to build authority with various profile building opportunities and capture attention.

## **ENGAGE**

Work with us to create engaging content, to captivate members, and build shareable assets to support marketing in and outside of the BCO.

## **PROSPECT**

Identify and invite key parties for specialist co-hosted events and coverage to help you develop prospect relationships.

## **FOUNDATION OF BRAND RECOGNITION**



# ABOUT US

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Since launching in 2009, the BCO NextGen has grown into a community of more than 1,200 professionals aged 35 and under, representing a third of the BCO's wider membership.

What began as a way to bring new voices into the industry is now a well-established platform for emerging leaders.

NextGen connects ambitious professionals across the commercial property sector through events, mentoring and collaboration. Members explore the future of workplaces - from sustainability and smart buildings to flexibility and digital innovation - while building strong peer networks and learning directly from industry leaders.

Through building tours, panel discussions and seminars, and the BCO's wider programme of more than 100 events annually, NextGen is where fresh perspectives help shape the future of the workplace.



# NEXT GEN IDEAS COMPETITION 2026

**The BCO Ideas Competition challenges the next generation of leaders to step forward with bold, original and actionable ideas for the future of workspace.**

This year we're going even further, turning the event into flagship national programme for the BCO, showcasing talent from across the UK. We're inviting NextGen members to tackle the biggest questions facing our industry – and come up with some answers.

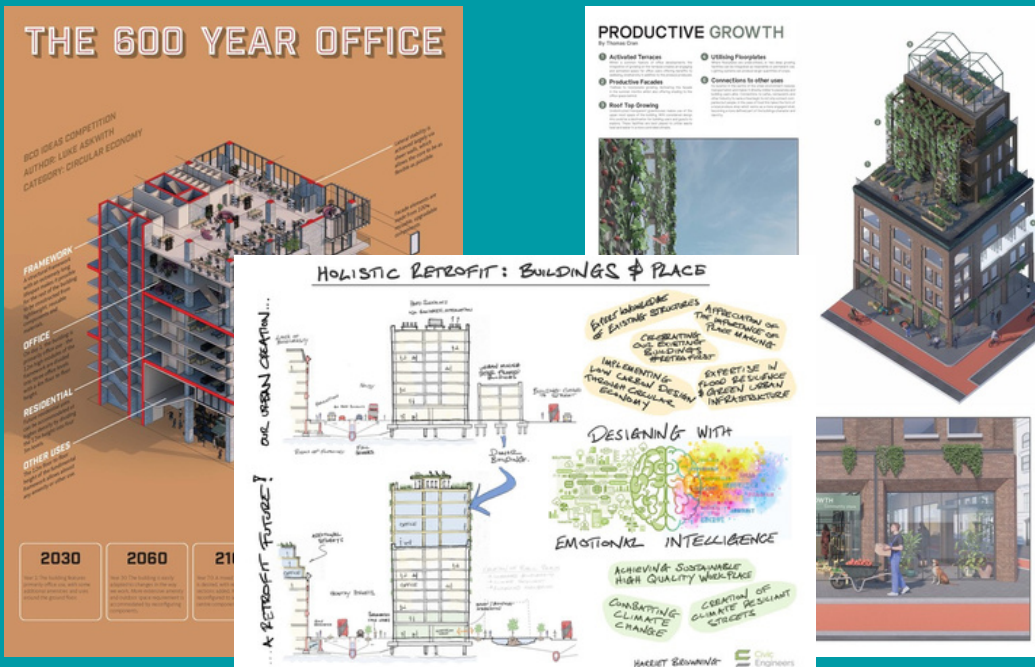
The project provides a high-profile platform for emerging talent to showcase their thinking, creativity and leadership not only to the BCO community but the wider workplace sector.

More than a competition, the BCO Ideas competition is a structured development journey. Participants are supported to turn early-stage ideas into powerful, compelling propositions through award-winning ideas-formation and public speaking training delivered by Ginger Leadership Communications, alongside mentoring from across the BCO community.

# SUBMISSIONS



The submissions for the project have surpassed expectations in quality, underscoring the immense effort and significance attached to this pivotal event.



# COMPETITION SCHEDULE

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**MAY '26 | Launch & entries open**

**JUNE '26 | Entries close**

**JULY '26 | Finalists announced**

**JULY-AUG '26 | Public speaking training**

**22 OCTOBER | Finalist showcase**

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# CHOOSE YOUR FOCUS

**Packages can now be closely linked to your core focus for partnering.**

Those looking to build brand and profile for key personnel or ideas should look to leverage our Silver - Profile package. If it is creating closer relationships with target prospects, then Platinum may suit you best.

## HOW IT WORKS

1. Choose your relevant package according to your objectives
2. Work with us to choose your relevant package features from below
3. If you choose Gold, you also receive Silver benefits, and so on...

## SILVER

### PROFILE

*Choose one from:*

- **Thought leadership article**
- **Research opinion**
- **Panel slot**
- **Event 'vox-pop' interview**

## GOLD

### ENGAGE

*Choose one from:*

- **Podcast interview**
- **Webinar or seminar**
- **Facilitated lunch**
- **Video interview**
- **Event display space**

*Includes silver feature*

## PLATINUM

### PROSPECT

*Choose one from:*

- **Formal Roundtable**
- **BCO research co-event**
- **Project tour**
- **Extended video interview**

*Includes silver & gold feature*

# PLATINUM SPONSOR

# £14,500

+VAT

**Highest level coverage throughout the Ideas Competition project as headline sponsor with strong opportunities to build profile, engage members, judges and committees.**

## PROFILE OPPORTUNITIES

- Thought leadership article, included in new BCO Yearbook
- Display space for two pull-up banners at the event
- Quote feature in Ideas Competition wrap video + logo featured

## ENGAGE OPPORTUNITIES

- Opportunity to “sponsor” your BCO NextGen member throughout competition
- Podcast cohost of Ideas Competition series - interviews with all finalists - ‘brought to you in association with’ - and opportunity for audio advert within podcast
- Place on BCO judging committee of finalists at showcase event
- Place on BCO Incubator sub-committee to progress winning finalist’s idea
- Mentoring opportunity throughout competition with finalist of your choice

## PROSPECT OPPORTUNITIES

- 1x ‘Prospect feature’ of your choice
- Opportunity to host kick off event for selected finalists
- 10x tickets to event

## BRAND FOUNDATIONS

- Headline sponsor - “in association with” on all marketing and coverage. Lead logo coverage
  - Digital advertising at the event
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# **GOLD SPONSOR**

**£8,500**  
**+VAT**

**Extensive level coverage throughout the Ideas Competition project, with strong opportunities to build profile, engage members, judges and committees.**

## **PROFILE OPPORTUNITIES**

- Thought leadership article in coverage of event

## **ENGAGE OPPORTUNITIES**

- 1x 'Engage feature' of your choice
- Place on BCO judging committee of finalists at showcase event
- Mentoring opportunity throughout competition with finalist of your choice
- Place on BCO Incubator sub-committee to progress winning finalist's idea

## **PROSPECT OPPORTUNITIES**

- 5x tickets to the event

## **BRAND FOUNDATIONS**

- Display space for 1 pull-up banner at the event
- Digital advertising at the event
- Inclusion of logo in post-event wrap up video
- Logo on all materials

# SILVER SPONSOR

**£2,750**  
+VAT

**Solid brand coverage at the NextGen Awards and strong opportunities to build profile for the brand and key persons.**

## **PROFILE OPPORTUNITIES**

- 1 x Profile feature of your choice

## **ENGAGE OPPORTUNITIES**

- Mentoring opportunity throughout competition with finalist of your choice

## **PROSPECT OPPORTUNITIES**

- 2 tickets for the event

## **BRAND FOUNDATIONS**

- Logo on all materials
- Digital advertising at the event
- Inclusion of logo in post-event wrap up video

# IDEAS COMPETITION 2026

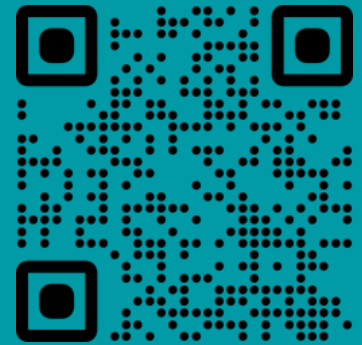


Your partnership will help empower emerging voices and champion the next generation of workplace innovation.

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To watch the 4-minute overview of **Enhanced Partnerships - How it Works**, scan the QR code:

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## LET'S DISCUSS YOUR OBJECTIVES

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