
— PARTNERSHIP PROSPECTUS

Where the dairy industry connects.

Two events, one audience and a year of editorial around them. This sets out how a small number of businesses take a position on the platform in 2027, and how we measure whether it worked.



Dairy Forum Ireland

Cork, March 2027

Dairy Forum London

London, October 2027

We say no more often than yes.

A partner who does not fit makes our audience trust everything else we publish a little less. So we work with a small number of businesses, and we will tell you honestly which positions suit you and which do not. Three reasons this platform is worth your time.

01 We already have your buyers.

Over 7,000 named contacts built across forty years in the industry: commercial, technical, operations and procurement leadership at processors, cheesemakers, retailers and foodservice operators across the UK and Ireland, and the co-operative and board leadership above them. The list is segmented by role, seniority and engagement, so your content reaches the people who specify and sign rather than the whole database.

02 Introductions are part of the programme.

Not a hoped-for by-product. We have long-standing relationships with the leading producers in the UK, Ireland and further afield, and where it matters we introduce you directly. Every introduction is recorded: named partner, named buyer, tracked rather than estimated.

03 A position, not exposure.

Most categories on the platform are held by one partner at a time, so you are not one of forty logos on a board. Our commercial director has bought in these categories at operational and procurement director level, which means the brief gets written by someone who has sat on the other side of the table.

— TWO WAYS TO BUY

Annual partner programme

Both forums plus year-round support in The Dairy Mail, priced to reward the full year.

A single position at one forum

One speaking, content or hospitality position, done properly, with the option to extend later.

"The room is curated, the audience is senior, and we would rather have a handful of partners who fit than forty who do not."

Ireland 2026. The model at work.

The first Dairy Forum Ireland brought 75 senior decision-makers from 23 organisations together for a day of curated conversation. The right people in the room, and a programme built around what they actually needed to discuss.

It sold out, and it is the model the rest of the platform is built on. Cork in March 2027 is the same event in a bigger room, not a different one. Partners who were there are already back for 2027.

"Dairy Connect brought together industry leaders, innovators and producers for great conversations, real insights and plenty of connections made. It was brilliant to see so many people in one location supporting the Irish dairy industry."

DELEGATE, DAIRY FORUM IRELAND 2026

75

Senior attendees



23

Organisations represented



Curated, not sold

Delegates are invited by role, not bought by ticket. That is why the room holds up.

Recorded and reported

Attendance and composition documented, with engagement attributed after the event.

One connected model, not four products.

Dairy Connect runs the events that convene the trade, the awards that validate it and the media that records it. Most partners use two or three, and the value compounds when they work together.



Connect

Two convening moments a year: the senior Irish forum in Cork and the London forum. Access, trust and introductions.



Inform

The Dairy Mail: editorial, research and market intelligence the trade actually reads, wrapping every event all year.



Recognise

Dairy Connect is an Official Partner of the ICDA Awards, the century-old benchmark the trade uses to validate quality, promoted across the platform all year.



Grow

Partnerships, research and market access, measured against named accounts rather than impressions.

— THE 2027 CALENDAR

March
CORK

Dairy Forum Ireland

Two days at the heart of one of the world's great dairy industries. Processing, co-operative leadership and policy, opened by an evening of cheese and whiskey.

150 to 250 delegates

October
LONDON

Dairy Forum London

A senior leadership room with cheese and dairy pairing sessions. The UK and Irish trade in its international context, built for depth rather than breadth.

About 150 senior figures

The forums convene the industry, the awards validate it and The Dairy Mail records it. A partner present at one forum is visible. A partner present across the year becomes part of how the sector thinks about the category.

Know exactly who is in the room.

The audience is the UK, Irish and international dairy trade, reached live at both forums and continuously through the database. Building the same reach one meeting at a time would take years.

7,000+

Named contacts, built across forty years in the industry

45%

Average newsletter open rate across the platform

1 in 8

Sits outside the UK and Ireland: importers, agencies, overseas producers and trade bodies

— COMPOSITION OF THE ROOM



Indicative composition across the three 2027 events, based on 2026 registration data.

— HOW WE SEGMENT IT

Retail buyers

Category and own-label teams with range reviews to fill.

Processors

Commercial and technical leadership, NPD and the makers.

Foodservice

Chefs, food and beverage directors and procurement.

Suppliers

Technology, ingredients and services behind the plants.

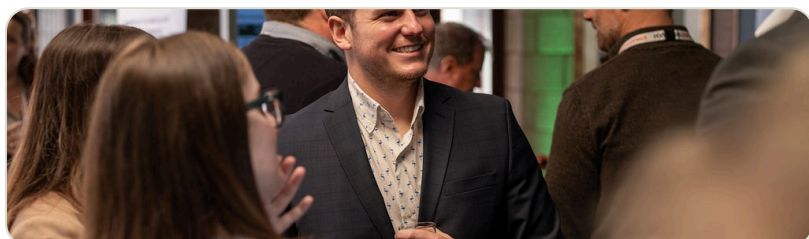
International

Importers, agencies and overseas producers seeking routes.

Capital and policy

Investors, advisors and the sector's institutional voices.

Every send is segmented by role, seniority and engagement history, so a technical story goes to technical people rather than to the whole list.



"Segmentation is the difference between reach and relevance."



— EVENT 01 · CORK · MARCH 2027

TWO DAYS

Dairy Forum Ireland

Two days at the heart of one of the world's great dairy industries. The forum opens the way this industry actually builds relationships, with an informal evening of cheese and whiskey, then delivers a full day of seminars, roundtables and buyer to producer conversation grounded in commercial data and policy.

The audience leans towards processing, co-operative leadership and policy, with strong retail, government and EU-level representation. Volume and artisan producers share the same programme.

Why be involved

Your customers are in the room where Irish dairy's commercial and policy conversations happen.

The texture

Intimate, senior and relationship-driven. Conversation rather than presentation.

150 to 250

Senior delegates targeted for 2027, curated and free to attend

75

Senior attendees at the sold-out 2026 forum, from 23 organisations



Cork carries strong EU-level and co-operative representation alongside the Irish processing leadership, so a European story lands here in a way it does not elsewhere on the calendar.

Take one position, or build a season.

Each position can be taken at Cork alone or extended into the annual programme. Some are exclusive to a single partner, others are open to a small number.

Headline partner

Naming presence across the forum, opening remarks and prime visibility over both days.

Evening sponsor

Host the cheese and whiskey evening, with pouring and pairing rights.

Content partner

Own a themed session across the forum day, with curatorial input and a panel seat.

Speaking platform

A talk placed in consultation with the editorial team, so the fit is genuine. Not a sales pitch.

Cheese pairing session

A curated tasting with your product at the centre and a senior audience in front of it.

Networking reception

Named host of the day's networking, with branding and a welcome platform.

Stand space or showcase table

Product on the table and your team on hand, positioned where the breaks bring the room to you.

Lanyard and ticket sponsor

Your name on every delegate, and on the joining communications before the event.

Podcast recording

Record an interview on site, published to the industry across the rest of the year.

Pre-event meeting programme

A diary built from your target account list before you travel, not a hope of bumping into people.

"Thanks a million for last week. I really enjoyed the Dairy Connect Ireland event."



— EVENT 02 · LONDON · OCTOBER 2027

EVENING EVENT

Dairy Forum London

A senior leadership forum and an evening of networking, insight and cheese and dairy pairing. The format prioritises conversation over lectures: fewer lecterns, more discussion, and a room built around the people who make the commercial decisions.

Where Cork is a two-day forum weighted to processing and co-operative leadership, London is a single senior room set in its international context. It is built for the conversations that decide listings, partnerships and strategy, and it draws the retail, own-label and foodservice leadership that Cork does not.

About 150

Senior figures across the UK and Irish trade

Evening

Reception and pairing sessions after the forum

Curated

Invitation-led, senior, trade only

Integrated streams

Volume and artisan producers in one programme.

Buyer and producer sessions

Supply base and retail buyers in the same room.

Structured networking

Masterclasses, panels and dedicated hubs.

Intelligence and research

Commercial data, policy, innovation and sustainability.

"It was a day full of fascinating talks, networking and innovation. Thank you for organising such an informative event."

CEM

A senior room, and a platform advertising cannot replicate.

Each position can be taken at London alone or across the annual programme. Some are exclusive, others open to a small number of partners.

Headline partner

Naming presence across the forum, a keynote platform and prime visibility throughout.

Keynote speaker

The opening address, placed with the editorial team so the subject earns the slot.

Drinks reception sponsor

Named host of the evening reception, when the room is at its most open.

Content partner

Own a themed session with curatorial input and a seat at the table.

Roundtable host

Convene a closed-door discussion on the question your category cares about most.

Cheese pairing session

A curated pairing with Charlie Turnbull, with your product at the centre.

Stand space or showcase table

Product on the table and your team on hand, in the heart of the networking space.

Goody bag sponsor

Your product in every delegate's hands on the way out, and on the desk on Monday.

Take both forums

Meet the Irish and EU audience in Cork and the UK and international audience in London. Two rooms, one relationship list.

Arrive in London already known

Partners who take Cork in March arrive in London the following October recognised by the people they need to meet.

The events last days. The programme does not stop.

Every partnership, annual or single event, is supported by The Dairy Mail. It reaches the industry between the events with news, interviews and analysis. Partners do not buy banner space, they join the editorial calendar with a planned presence across the year.

7,800

Reach across editorial and newsletter

45%

Average newsletter open rate

3

Digital print issues a year, plus daily digital

12

Months of presence around every event

Sponsored features

Long-form editorial on your category story, produced with our editors.

Executive interviews

Your leadership in the interview series the industry reads.

Newsletter partnership

Presenting partner position on the regular briefing.

Research notes

Co-branded and evidence-led. The asset your sales team uses all year.

Podcast

Title a season, or extend a stage conversation into audio.

Segmented email and LinkedIn

Targeted sends and paid support behind each drop, by role and seniority.

The editorial line is set by the editor and is not for sale. That is exactly what makes a presence within it worth having.

Four measures, agreed at the start.

Reach and engagement are ours to deliver. Pipeline value is yours to calculate from your own deal economics, and we supply the named introductions behind it. Targets are set in the proposal rather than argued about at the review.

MEASURE	TARGET	EVIDENCE
Reach	Editorial placements delivered to plan, and newsletter opens at or above the 45% platform average	Platform reporting, split UK and Ireland against international
Qualified leads	Named contacts in your target roles engaging with your content more than once	Monthly engagement list, with role and seniority attached
Meetings	Introductions made and meetings booked, weighted to the events	Named partner, named buyer, tracked per event rather than estimated
Pipeline influenced	Your own opportunity value against the accounts we introduced	Your pipeline and our list, reconciled at each review

— THREE POINTS WHERE WE STOP AND LOOK

Month three

First engagement read. Adjust topics, formats and segments while it is still cheap to do so.

Month six

The formal review. Six months of data and the first event outcome, then the second half re-weighted within the same total.

Month twelve

Full-year analysis and the renewal conversation, on the numbers rather than on goodwill.

Included in every programme

Monthly lead reporting, account management, the leadership team on planning calls, and the reviews above.

Not included

Content production such as interviews, case studies and video, plus stand build and expenses. All prices are quoted ex VAT, with split invoicing available.

We put the right people in the same room.

Dairy Connect exists to fill a gap the industry lived with for too long: no single place where the commercial life of dairy, its buyers, makers, suppliers and backers, could meet and decide. We built the platform to be that place and we run it as a business, not an association.

The approach is consistent across everything we do. Take on fewer partners so that association means something. Build the programme with partners rather than sell it to them. Lead with evidence rather than claims. Measure what we deliver, so a partnership is judged on outcomes.

That runs through the events, the awards we promote and the year-round voice of The Dairy Mail. It is why partners come back: the room is curated, the audience is senior, and the value builds the longer you stay in it.

— FIVE THINGS WE BUILD ON

Insight

Validation

Connection

Activation

Acceleration



Lynn Harte, Steve Moncrieff and Debbie Stewart

The team behind Dairy Connect's forums, festival and publications. You deal with them directly, not with an account handler.



One platform, built with our partners rather than sold to them.

From this page to a plan.

Pick one event or take the year. Positions are limited and released in order of conversation, so the earlier you speak to us the more of the board is still open.

Step one

A working session, not a pitch

A short session on your objectives and your target account list, so the plan is built around real companies. We will tell you honestly which positions fit and which do not.

Step two

A costed plan with targets agreed

Your objectives matched to positions across the events and The Dairy Mail, with the four measures and their targets written down and the event positions confirmed.

Step three

Delivery, reviewed on the numbers

Editorial planning, the pre-event meeting programme, monthly lead reporting, then the reviews at months three, six and twelve.

Ready to take a position? Speak to Lynn Harte on lynn@dairy-connect.com

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