

AUSTRALIA'S PREMIER EVENT FOR FIELD SERVICE, OPERATIONS AND MANAGEMENT LEADERS



25th - 26th August 2027 • Sydney, Australia

## WHERE SERVICE GOES NEXT

There is more to service than the field. Retain the team, deploy the technology, own the revenue line.

# 2027 SPONSORSHIP PROSPECTUS

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# FIELD SERVICE MANAGEMENT SUMMIT 2027

## WHERE SERVICE GOES NEXT

There is more to service than the field. Retain the team, deploy the technology, own the revenue line.

### *Australia's Premier Event for Field Service, Operations and Management Leaders*

Field Service Management Summit 2027 is where Australia's most influential field service and asset leaders come to define what excellent field operations look like, and to invest in it.

The field isn't supporting the enterprise anymore, it's driving it, and the technology, workforce and revenue decisions behind that shift are being made this year, not filed for later. AI dispatch and predictive maintenance have moved from evaluation to live deployment, closing the window for platforms still waiting to be considered. The workforce itself is being rebuilt around a job that barely resembles what it was three years ago. And retention, uptime and cost to serve are now the numbers field service leaders use to prove the whole operation pays for itself. Budgets are active, and leaders are looking for partners who can help them move faster and prove the return before someone else does.

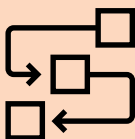
This is not incremental change. This is decisive transformation.

## WHY FIELD SERVICE MANAGEMENT SUMMIT 2027 MATTERS TO YOU

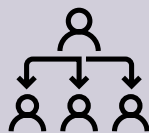
You are engaging with:



Senior decision makers responsible for field operations strategy, technology deployment and workforce investment



Organisations actively repositioning field service as a growth driver, not a cost line



Leaders accountable for uptime, retention outcomes and the revenue case for field service



Buyers evaluating platforms and partners that deliver measurable operational impact, uptime, cost to serve and retention

They attend to benchmark. To validate strategy. To accelerate progress. And to partner.

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## THE ONLY PLATFORM OF ITS SCALE AND SENIORITY IN AUSTRALIAN FIELD SERVICE

No other platform in Australia brings together this level of seniority, focus and commercial accountability in field service as Field Service Management Summit 2027 does. Now in its 17th year, general attendance remains reserved for genuine field service and asset management practitioners, not vendors, meaning sponsorship isn't one route into this room. It's the only one.

**This is where strategy meets execution.**

**Where the technology roadmap becomes the deployment plan.**

**Where the revenue case becomes the budget line.**

Field Service Management Summit 2027 is built for meaningful engagement, influence and measurable return.

If field service is your market, this is your room.

Position your brand where it matters most. See you at Field Service Management Summit 2027



# THE DECISION-MAKERS SHAPING AUSTRALIAN FIELD SERVICE INVESTMENT

Field Service Management Summit 2027 convenes the senior leaders who control field operations strategy, technology deployment and spend. This is a commercially accountable audience, responsible for AI and technology investment, workforce strategy and the revenue case for field service at enterprise scale.

Attendees include Chief Operating Officers, General Managers of Field Service, Heads of Field Operations, Directors of Asset Management and executive decision makers from Australia's largest enterprises. They attend with active mandates, defined priorities and funded initiatives.

These are organisations repositioning field service as a revenue driver, deploying AI dispatch and predictive maintenance, rebuilding the workforce around a changed job, and building the data infrastructure to prove the return. They are benchmarking partners, evaluating solutions and allocating budgets.

This is not a passive audience. It is a market-moving one.



## JOB TITLES IN THE ROOM

- General Manager, Field Service / Field Operations
- Head of Field Operations / National Service Manager
- Director of Asset Management
- Head of Asset Management
- GM / Head of Workforce
- Head of Service Delivery
- Head of Customer Experience / Service Delivery
- Head of Field Service Technology
- Head of Data & Digital Transformation, Field Operations
- CIO / Head of IT for Operations
- Chief Digital Officer
- Head of Fleet / Sustainability
- Head of HSE / Asset Integrity
- Head of Reliability / Maintenance
- National Operations Manager
- Head of Dispatch & Scheduling
- Head of Workforce Planning
- Head of Technical Services



## INDUSTRIES IN THE ROOM

- Utilities & Energy
- Telecommunications
- Government & Public Sector
- Transport & Logistics
- Water
- Retail
- Industrial Services
- Facilities Management
- Mining & Resources
- Insurance (Field Claims & Assessing)
- Manufacturing
- Healthcare & Medical Equipment
- Construction & Engineering
- Oil & Gas
- Rail
- Aviation & Airports
- Waste Management
- HVAC & Building Services
- Agriculture & AgTech
- Defence

## ATTENDEES AT FSM INCLUDE:



# PARTNERSHIP BUILT AROUND YOUR MARKET OBJECTIVES



No two organisations approach field service the same way and no two sponsorship strategies should look alike.

At Field Service Management Summit 2027, partnership is built around your growth agenda. Whether your objective is pipeline acceleration, strategic positioning, enterprise brand visibility or high-level relationship building, we work with you to design a tailored engagement plan that delivers measurable commercial impact.

This is not a one-size-fits-all package. It is a structured opportunity to put your brand in front of Australia's most senior field service decision makers, at the moments that matter.

From the closed-door Boardroom to VIP Concierge 1-2-1 meetings, discussion groups and premium keynote speaking opportunities, we create environments where meaningful conversations happen and real partnerships are formed.

You'll engage directly with senior field service, asset and operations leaders from Australia's largest enterprises, across the exhibition floor, on stage, in closed-door sessions and in facilitated peer exchanges.

**Field Service Management Summit 2027 is designed to help you influence, connect and grow.**

## STRATEGIC PARTNERSHIP OPPORTUNITIES

### KEYNOTE & CASE STUDY SESSION



*Lead the conversation. Influence the market.*

This is your platform to shape strategic dialogue at Field Service Management Summit 2027. Positioned at the heart of the agenda, a Keynote or Case Study session lets you contribute perspective on the issues driving field service investment, from AI and predictive maintenance to workforce and revenue.

Not a sales pitch. A leadership moment. You'll engage a senior, commercially accountable audience actively evaluating partners, priorities and next steps.

Build authority. Strengthen credibility. Align your brand with the future direction of field service.

### VIP CONCIERGE SERVICE — 1-2-1 SCHEDULED MEETINGS



*Structured 1-to-1 meetings with the leaders who matter.*

The VIP Concierge Service delivers pre-arranged, private one-to-one meetings with senior field service decision makers aligned to your target priorities. This is deliberate, curated engagement, each meeting matched to your objectives.

No cold introductions.

No wasted time.

Just commercially relevant dialogue. Build pipeline. Deepen relationships. Turn access into action.

### INTERACTIVE DISCUSSION GROUP LEADER



*Facilitate the conversations that matter.*

As a Discussion Group Leader, your brand sits at the centre of fast-paced, peer-driven dialogue. Guide senior field service leaders through the workforce, technology and revenue challenges they're navigating right now, and position your expertise within practical, candid exchange.

No slides.

No theatre.

Just insight, influence and real connection.

# STRATEGIC PARTNERSHIP OPPORTUNITIES

## LEADERSHIP LUNCH PARTNER



### *Engage decision makers in a premium setting.*

The Leadership Lunch brings together senior field service leaders for focused, high-value, invitation-only conversation. As Partner, you host the lunch, aligning your brand with trust, access and strategic dialogue in a more private environment.

This is where relationships are built.

Where trust is formed.

Where influence deepens.

## FIELD SERVICE LEADERS BOARDROOM PARTNER



### *Sit at the table where the decisions get made.*

The Field Service Leaders Boardroom is a closed-door, invitation-only forum for Australia's most senior field service and asset leaders, under the Chatham House Rule. As Partner, you're in the room for the confidential, outcome-driven discussion that never reaches the main stage.

No theatre. No distractions.

Just the conversations that shape the team, the technology and the revenue line.

Position your brand where the real decisions get made.

## SPONSOR PANEL SEAT



### *Be part of the defining conversation.*

As a Panel Seat partner, your organisation contributes to a strategic, moderated discussion alongside respected industry voices. This is an opportunity to demonstrate perspective, credibility and alignment with the issues driving field service investment.

Add your voice to the debate.

Shape thinking.

Strengthen your position in the market.

## QUICKFIRE CASE STUDY PARTNER



### *Make a focused, high-impact statement.*

The Quickfire Case Study delivers a concise, high-visibility moment within the agenda, ideal for sharing a sharp result, deployment story or market perspective.

Ten minutes. One story. Your brand owns it.

Position your brand at the forefront of a fast-moving discussion.

## TECHNOLOGY DEMONSTRATION DRIVE PARTNER



### *Own your presence on the show floor.*

The Demo Drive package places your brand at the centre of the event experience, live technology, hands-on demonstration and direct comparison, not a brochure.

Meet leaders where they connect.

Showcase capability.

Convert engagement into opportunity.

## FSM EXCELLENCE AWARDS PRESENTATION PARTNER



### *Align your brand with excellence.*

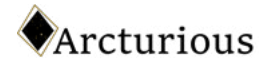
The Awards Presentation Partner positions your organisation alongside the most innovative, high-performing field service teams in Australia. Present an award on stage and associate your brand with leadership, impact and industry recognition.

Celebrate success.

Elevate credibility.

Stand alongside the best in the market.

## PREVIOUS SPONSORS & INDUSTRY PARTNERS OF FIELD SERVICE MANAGEMENT SUMMIT INCLUDE



# WHERE FIELD SERVICE INVESTMENT IS GOING IN 2027

Field service is under pressure to deliver measurable outcomes, faster deployment, stronger uptime, improved retention and AI enabled efficiency. As a result, budget allocation is focused and commercially accountable.

These are the priority areas attracting active investment across Australia's leading enterprises.

## AI DISPATCH & SCHEDULING PLATFORMS

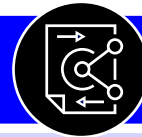


Every field service leader is under pressure to deploy AI without breaking what already works. The conversation has shifted from evaluation to enterprise deployment.

### Vendor Opportunity:

- AI dispatch & scheduling platforms
- Route optimisation engines
- Skills-based job matching tools
- Real-time workforce orchestration platforms
- Mobile dispatch applications

## PREDICTIVE MAINTENANCE & CONNECTED ASSET PLATFORMS



Reactive maintenance is no longer a defensible position. This is where asset and reliability leaders are actively evaluating platforms.

### Vendor Opportunity:

- IoT sensor & monitoring platforms
- Predictive maintenance software
- Asset performance management (APM) platforms
- Condition monitoring solutions
- Digital twin providers

## FIELD WORKFORCE ENABLEMENT PLATFORMS



The job is changing shape faster than most resourcing models have caught up to. This is foundational spend, the layer every retention plan depends on.

### Vendor Opportunity:

- Field workforce management platforms
- Knowledge capture & AR-assisted training tools
- Technician enablement apps
- Remote expert / video assist platforms
- Skills & competency management systems





# WHERE FIELD SERVICE INVESTMENT IS GOING IN 2027

## DATA, ANALYTICS & SINGLE VIEW PLATFORMS



Every AI and predictive maintenance initiative is blocked by the same thing, data that doesn't talk to itself. This is the prerequisite everything else depends on.

### Vendor Opportunity:

- Data integration & ETL platforms
- Asset and customer data platforms
- BI & analytics tools
- Cloud data warehousing
- API & middleware providers

## CUSTOMER COMMUNICATION & FIELD EXPERIENCE PLATFORMS



The field visit is the highest stakes customer touchpoint most enterprises have left. Real-time visibility is becoming non-negotiable.

### Vendor Opportunity:

- Customer communication & notification platforms
- Real-time technician tracking tools
- Appointment scheduling & self-service portals
- Customer feedback & NPS tools
- Field service CRM integrations

## DRONES, ROBOTICS & AUTONOMOUS INSPECTION



Sending a person up a tower or into a confined space is a safety conversation nobody wants to keep having. Autonomous platforms are already replacing crewed inspection.

### Vendor Opportunity:

- Inspection drone providers
- Robotic crawler & quadruped platforms
- Computer vision & image analytics
- Autonomous inspection software
- Confined space & height-access robotics

## FSM / ERP / CRM INTEGRATION & SYSTEMS PARTNERS



Most enterprises inherited a stack of point solutions nobody designed to work together. Integration debt is now the single biggest thing slowing AI and automation down.

### Vendor Opportunity:

- FSM platform providers
- ERP integration partners
- CRM & systems integration partners
- Middleware & API management providers
- Systems integration consultancies

## TRAINING, UPSKILLING & WORKFORCE DEVELOPMENT



The pipeline problem nobody outside field service is solving. Training is the difference between technology that gets adopted and technology that gets shelved.

### Vendor Opportunity:

- Training & upskilling platforms
- AR/VR simulation training providers
- Learning management systems (LMS)
- Competency & certification platforms
- Career pathway & L&D consultancies

## SUSTAINABILITY, FLEET ELECTRIFICATION & EMISSIONS REPORTING



Emissions targets are landing on field service to solve, not the sustainability team, even where budget for full electrification isn't there yet.

### Vendor Opportunity:

- Fleet electrification providers
- EV charging infrastructure
- Emissions reporting & compliance platforms
- Fleet telematics providers
- Sustainability advisory & consultancies



## WHERE SERVICE GOES NEXT

There is more to service than the field. Retain the team, deploy the technology, own the revenue line.

Field Service Management Summit 2027 is where Australia's most senior field service leaders come together to set the standard.

It is the sharpest, most focused gathering of its kind in Australia, bringing seniority, mandate and commercial accountability under one roof.



**This is where  
strategy  
becomes funded  
initiative.**



**Where  
relationships  
become  
partnerships.**



**Where presence  
becomes  
influence.**

Be part of the platform shaping the future of field service in Australia.



## SECURE YOUR POSITION FOR 2027

Align your brand with the leaders driving transformation and engage the organisations actively investing in field service solutions.

Place your business at the centre of the conversation with Australia's field service leaders. Opportunities for 2027 are now open.

To explore partnership options, contact: **[sponsorbranding@iqpc.com.au](mailto:sponsorbranding@iqpc.com.au)**

