

One relationship. More useful conversations.

Bring Ripen to the businesses you serve. Start with a programme for your own organisation, then offer a separate programme to customers or members.

Agree who buys, who benefits and who acts.

The partner, the participating business and the people being contacted have different roles. Each programme needs a clear purpose, owner and contact basis.

Start with your own list

Work new relationships, renewals, lapsed customers or an existing offer. Define the next step that matters to your organisation and the team that will receive it.

Extend the benefit

Introduce a separate programme for businesses in your network. They can work their own enquiries and customer records, with the scope and any partner margin agreed first.

Keep the programmes distinct

Each participating business keeps ownership of its list and its customer relationship. A network relationship does not authorise pooling lists or contacting everyone across the network. Exhibitor and post-show programmes run with the organiser.

Prove one programme before expanding

Choose one list and one outcome. Agree reporting, handover responsibilities and the commercial arrangement. Review the first programme before offering it more widely.

A setup fee covers the programme, with a fee per Ready handover. Organisers can include post-show follow-up in an exhibitor package. Continuing services are monthly.

Partner programmes are scoped individually. These customer partnerships do not imply signed enrichment-supplier agreements.

Talk to Andy about a Ripen partnership

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