



Join the **Great  
Conversation**

# The Great Conversation

Your guide to getting involved

**Take part  
Be heard  
Shape the future**



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Be heard  
Shape the future**

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## SECTION 1

# What is The Great Conversation?



**The Great Conversation** (TGC) is a worldwide dialogue about the future of the procurement and supply chain profession — and the capabilities we will need in a world defined by rapid change, new technologies, shifting demographics, geopolitical pressure and rising environmental risk.

CIPS will not only lead this conversation but commit to taking bold action based on it to support the needs of the profession as it moves into this future.

This guide is designed to help people who are part of the CIPS community worldwide to take part in The Great Conversation and feed into its outcomes.



# Why are we holding **The Great Conversation** now?

The world is going through a period of extraordinary demographic, technological and geopolitical change. The speed of change shows no sign of reducing and raises many hard, often troubling questions.

As individuals, companies, governments, and societies, we long for clarity. We need leadership and direction from people who are comfortable in the realm of complexity and change.

The Chartered Institute of Procurement & Supply (CIPS) is the global body for the procurement and supply chain profession, and it is our contention that this community is uniquely placed to help the world navigate an age of change. Our role is to decipher the future, to manage volatility and risk, and to build long-term resilience for organisations and societies.

In 2026 we are launching **The Great Conversation**, a worldwide dialogue that will explore the different dimensions of change that the world is facing; think about the skills and capabilities that we will all need to meet the challenges of the future; and, specifically, make sure that CIPS offers skills development and training that's relevant to what the profession needs.



# Who do we want to reach through The Great Conversation?

The sky is the limit.

- **Existing procurement and supply chain professionals.** We want every one of the estimated 13.5 million people working in the procurement and supply chain profession around the world to become aware that CIPS (the global body for the profession) is tackling the big questions about the profession, its contribution, its future and where the opportunities might lie.
- **The C-suite.** We also want to engage with boardrooms and the C-suite and show them how valuable and integral their procurement and supply chain professionals are.
- **People exploring the profession.** Young people considering a career in procurement and supply chain.
- **The wider public.** And we would like to begin the process of changing perceptions among the wider public.
- **Influencers.** CIPS aspires to be an extrovert and collaborative organisation. To amplify the contribution of the profession, we should engage with those people who shape perceptions.



## SECTION 2

How can I  
get involved  
in **The Great  
Conversation?**



# Get involved

There are lots of ways to get involved, and most importantly, we want you to enjoy taking part in The Great Conversation. To begin, please share your own views—your thoughts and perspectives are a vital part of shaping the discussion and helping us understand what matters most to you.



# Amplify

You can gather views from your community or communities in the following ways...





**Join in**

- **Amplify CIPS content** - Like and share CIPS corporate social posts from your personal and corporate social media accounts.
- **Share the announcement** - Distribute the press release to your local PR agencies and media contacts.
- **Launch a local social media campaign** - Use the TGC social media templates and assets from the TGC Asset Pack to create posts on your corporate LinkedIn page.
- **Post a short video** - Record a brief video using the script from the TGC Asset Pack and publish it from your personal or company LinkedIn profile.
- **Promote global TGC events locally** - Feature upcoming events on your website, newsletters, and social media channels.
- **Add TGC to existing events** - Incorporate a short presentation about The Great Conversation into your upcoming physical or virtual events, using the PowerPoint presentation and videos from the TGC Asset Pack.
- **Host your own TGC event** - Organise a physical or virtual TGC-themed session using the guide to guide discussion and pose questions.
  - Invite future-focused speakers to attract attendees and enrich the conversation.
  - For virtual events: record the session and share it with us so we can include your feedback.
  - For physical events: speak with us about simple ways to collect audience insights.



## How should I gather feedback?

- Send contributors/audiences to The Great Conversation webpage on **[www.cips.org/the-great-conversation](http://www.cips.org/the-great-conversation)**
- Send members to CIPS Connect Community Platform to post in the TGC thread.
- Start conversations on your LinkedIn and Facebook pages and in WhatsApp groups
- Make recordings of webinars, meetings or individual responses on a phone recording and send to [thegreatconversation@cips.org](mailto:thegreatconversation@cips.org)
- Invite audiences to email **[thegreatconversation@cips.org](mailto:thegreatconversation@cips.org)** directly



## How will my feedback be used?

At the conclusion of The Great Conversation, we will use the insights gathered to produce several pieces of thought leadership, including a full insight report.

If you or people you are engaging with in The Great Conversation would rather not be quoted directly, please make this clear in your feedback.



## SECTION 3

# The Great Conversation Asset Pack



**Take Part**

The following assets and templates are available to help plan, promote, and deliver **The Great Conversation** (TGC) communications and events.



## The Great Conversation webpage and email

- **The Great Conversation web page** is at [cips.org/the-great-conversation](https://cips.org/the-great-conversation) with a form to capture everyone's thoughts and comments around The Great questions. You can use this as a website reference and direct your audiences to find out more here and join the conversation by sharing their thoughts via the web form.
- **QR code** – anyone who scans the code is taken directly to The Great Conversation landing page on the CIPS website.
- **Email** – [Thegreatconversation@cips.org](mailto:Thegreatconversation@cips.org) - you can use this email address in communications as an additional route for people to use to share their thoughts and comments around The Great Conversation questions.

## The Great Conversation identity

- **Logo** – there are several different colour options of TGC logo available in a range of different file formats.
- **Email banner** – please use this as a banner underneath your email signature block on all outgoing email. The banner is embedded with a link to The Great Conversation web page.

## Press

- **The Great Conversation boilerplate** – this is approved copy for use where you need to explain what The Great Conversation is and how you want your community to help shape the profession. There are 2 versions of the TGC boilerplate – a long version that is more personal and a short version that is written in the third person more suitable for formal communications and press notes.

- **The Great Conversation press release** – please feel free to add your own local quote to this press release and share with your own local media partners and contacts. Please add your own contact details to the section at the end of the press release if you would like to. Alternatively, you can issue it with only our contact details, and we will field all press enquiries.

## Videos

- **The Great Conversation - The Movie** – this is a 1.57 minute-long sting video for use in presentations, at events, in your office locations and on social media.
- **'Introduction to The Great Conversation'** video from Ben Farrell, CEO, CIPS.
- **'Think like a Futurist'** video from Dr Graham Norris, Organisational Psychologist and Futurist.

## Event assets

- **The Great Conversation PPT Presentation** – this is for use at events and in meetings where The Great Conversation is the focus. It is a fully illustrated PowerPoint deck with a script embedded into the Notes section of each slide.
- **The Great Conversation Zoom and Teams Backgrounds** – for use as your backdrop in online events, meetings and webinars.
- **The Great Conversation Questions** – these are some of the key questions we will be asking, orientated around the main pillars of The Great Conversation. Please feel free to use them in your communications and at events.
- **Merchandise** – design templates for merchandise, including pull-up banners, tote bags and mugs can be provided if required.

## Social media assets

- **Social media assets** for LinkedIn, Instagram and Facebook – copy and images – for use on your personal and corporate accounts
- **Short videos for social media** – short video clips are available for you to post on social media platforms as part of your comms around The Great Conversation or for event promotion.
- **The Great Conversation video script** – you can use this script to record your own TGC video for use in your communities and on social media.

Remember to use **#TheGreatConversation** in your social media posts!

# Get in touch

If you have any questions or would like any help in using any of the above assets to promote The Great Conversation in your region, please don't hesitate to contact us. We'll be happy to help where we can.

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# #TheGreatConversation

[www.cips.org/the-great-conversation](http://www.cips.org/the-great-conversation)