

Inspiring Diverse Talent To Build Careers In Marketing And Communications.

Become a Back2Business Employer Partner today.

Our returners bring with them an exceptional pool of talent that is often overlooked by traditional hiring processes. By partnering with Back2Business, your organisation can connect with experienced, motivated professionals who are ready to make an immediate impact.

What is Back2Business?

We are the only UK Marketing, Digital, PR & Sports Marketing focused Returners programme that upskills, trains and supports the "return" of top talent into the workplace after a family/caring career break.

The Marketing Comms sector is full of young people. Our Returners programme digs out experienced and mature professionals who want to get back to their careers and contribute to the success of a business.

Over 400 delegates have already graduated from the programme since 2013 and secured roles at leading marketing and communications agencies and blue chip companies, including Vodafone, Deloitte, VCCP Business, Fleishman, APCO, Hanover, Golin, Team Spirit, SEC Newgate, Oracle, Rolls Royce, KPMG, Arc'teryx, ISI (Independent Schools Inspectorate), The Advertising Association, Royal College of Psychiatrists, TogetherAll, Leathwaites Wine, Great Ormond Street Hospital, The Eden Project, Dept of Energy & Net Zero.

Many marketing, communications and sponsorship agencies and in house marketing, PR & corporate affairs teams are hiring the same type of talent from the same places despite voicing public commitments to improving diversity and inclusion in their teams. Back2Businessship unlocks a largely untapped talent pool that is being ignored by many organisations.



"A brilliant initiative, helping professionals like me re-frame and kick start their careers."

Niccolo Cioni

2025 Back2Business Delegate

Are you...

1 →
A pro-active supporter for hiring people over 45-50 years

2 →
Committed to flexible working patterns beyond COVID and non linear career paths

3 →
Keen to engage with Returners (women and men) who have had time out for caring reasons

4 →
Committed to increasing levels of representation from black, Asian, minority ethnic communities

5 →
Keeping the gender & ethnicity pay gap front of mind

6 →
Focused on social mobility

To date, Back2Business has delivered over £12 million to household incomes and £3 million to the Treasury through income tax and ENI contributions. We are making a real difference."

Why Sponsor the Back2Business programme?

As a sponsor, you will benefit from:

- Early access to delegates, a cohort of highly skilled, experienced professionals
- Cost-effective hiring via our speed interview and networking events
- Joint marketing and brand visibility alongside other inclusive employers
- Opportunities to speak, mentor, and inspire our Returners
- Demonstrating your commitment to gender equality and inclusive hiring



"The calibre of the returners on the programme was quite simply outstanding. We could have hired many of them into current vacancies. I have changed my mind totally about what to expect from Returners."

Niccolo Cioni - 2025 Back2Business Delegate

Our Headline Partner

HAVAS
Media Network

Havas Media Network is a global advertising and media experience agency that helps brands connect with people.

Headline Partner Package

£12,000
+VAT

- ✓ Opportunity to host the 1st or 2nd week of the programme.
- ✓ Promoted as top tier Partner across all marketing, promotional & course materials & social media channels.
- ✓ A senior company speaker at opening or closing event.
- ✓ Company workshop with Returners.
- ✓ First choice of delegates - 2 hires no recruitment fees.
- ✓ Tailored alignment to your EDI strategy & goals.
- ✓ Associated benefits of partnering with an established Returners Programme.

Company Partner Package

£6,000
+VAT

- ✓ Promoted as a Company Partner across all marketing & social media channels.
- ✓ Company workshop with Returners.
- ✓ 1 hire - no recruitment fees.
- ✓ Associated benefits of partnering with an established Returners Programme.



20% of your Partner fee will go towards a bursary fund for those delegates from lower socio economic backgrounds. The rest of your fee goes towards the costs of delivering the programme. The programme is non profit making.

Helping Experienced Professionals Reignite Their Careers.

The B2B 2026 programme is exclusively for Returners who have over a decade of experience in marketing, media, PR and communications and over 3 years out of the workplace to raise a family or for other caring responsibilities. Now in its 15th year, the programme has supported hundreds of talented Returners to relaunch their careers.



The Back2Business 2025 Cohort

What's Covered in B2B 2026?

The course consists of 25 interactive sessions presented by experts in their field. All presenters offer their time pro bono. Focused on outcomes: enabling experienced Returners to get back to work and into jobs as well as upskilling to re-boot their careers

25 Sessions → Outcome Focused

- ✓ Skills specific modules on the impact of data and analytics on marketing & communications strategies, what to expect from Immersive Technology, AI, Robotics and the impact of technological change, the 24/7 'always on' News Agenda, social media, ESG and the blurred line of PESO.
- ✓ Practical career skills sessions on navigating on line job applications, creating a platinum LinkedIn profile, interviewing in a post COVID world, negotiating skills and managing imposter syndrome.
- ✓ Culminating in an informal but focused networking event where delegates meet leading companies eager to meet and hire Returners.

B2B 2025 in Numbers...

3-15
Years

Length of extended time people have taken out of their career for caring reasons.

47
Years Old

The average age of delegates.

35%

People from Black, Asian, minority ethnic communities.

25%

People from lower socio economic backgrounds.

100%

All from digital, marketing, PR, communications & sports marketing backgrounds.

Contact Us Today.

The Talent Arc is led by Sarah Bishop and Emma McDowell, former Returners who have built and rebuilt their own careers. They're passionate about creating opportunities for others to do the same – connecting untapped talent with inclusive employers and driving meaningful change across the industry.

Visit our website below.

