



The Leadership
INSTITUTE

Sponsorship Prospectus.



A low-angle, upward-looking photograph of several skyscrapers against a pale, overcast sky. The buildings are dark and detailed, with visible window patterns and architectural lines. The perspective creates a sense of height and scale.

**"We build
great leaders"**



About

“WE OPERATE ON THE PREMISE THAT ANYONE CAN BECOME A GREAT LEADER.”

We launched The Leadership Institute in 2017 with the aim of creating a singular point of contact for all leaders and managers regardless of industry or profession. To become a truly successful leader, you must be constantly learning, developing and honing your management and leadership skills.

With access to the right people, the right training, in the right format, we empower our members and customers to become the leaders of tomorrow; the leaders who drive success through ethics, innovation, equality and strategy.

Our team works with managers and leaders, professional associations, industry leaders, executive coaches and our own partners to curate educationally focused professional development and training programs, in various formats - from a 4-day immersive program to 1-day intensive courses, bespoke in-house training, after-work seminars or webinars.

Our events are focused on our four founding pillars:

- Ethics, Trust & Purpose
- Equality, Inclusion & Diversity
- Innovation, Technology & Digital Leadership
- Strategy, Growth & Development

The leadership journey of our members is also varied – some are taking the first step towards becoming a leader, others have been leading teams and organisations for years and are constantly honing their skills, while others are spending their time mentoring and guiding the next generation.

No matter what stage, company or industry, Australia’s leaders are starting and continuing their journey with us.



Benefits of Sponsoring

“Never underestimate the value of standing face-to-face with a person and engaging them with the thing you are most passionate about.”

It's a digital world and a lot of emphasis is placed on how technology can push your product or service further. And it can. But there's an old adage that people buy from people and, more importantly, people they know and like. You need to give your customers an opportunity to get to know you. In person. That's where event sponsorship can help.

1. Put Your Business in the Spotlight

Position yourself as an authority in your industry, gain respect and credibility and stand out from the pack in front of the exact right target market for you. Instead of just attending and networking, sponsorship lets you show attendees what you are all about.

3. Lead Generation and New Contacts

Give your sales team a boost and get new leads by attracting people to you that you would otherwise not connect with. Take networking to the next level with games, prize giveaways, and more. Conferences can be information overload, but by making networking fun and giving your brand a physical presence, the leads will flock to you.

5. Give attendees a “taste” of your business

We all know how much advertising can cost. Clicks, views, impressions, EDMs. We can work with you to tailor a package that suits your needs in your budget for the best way you like to get in front of your audience. By leveraging the event to your advantage, there will be no limit on your potential ROI.

2. Get in Front of Your Target Market

We have a big database and we spend a lot of time and effort marketing our event to your exact target market because we have a mutual goal of bringing them together for the event. All you need to do is come prepared to dazzle them.

4. New Clients, New Customers, New Business

You never know who a new customer might be but with so many of the right people gathered together you can't help but get new clients and close new business. We've seen our event partners sign up highly qualified leads on the spot, as well as close deals simply by being in the right place at the right time.

6. Increase Brand Awareness

Event sponsorship is an easy way to build brand awareness with the right target market. We've worked with companies launching new products, brands that have extensive awareness and are looking for a new audience, and even companies going through a re-brand. Use of branded merchandise means your audience takes your brand home with them and can save hours of prospecting time.



2020 Event Calendar

2020 DATES SUBJECT TO CHANGE.

FOR EXACT DATES PLEASE CONTACT US ON (02) 8248 0200

**AUTHENTIC
LEADERSHIP
SUMMIT**

17 - 20 MARCH

**THE EMPOWERED
WOMAN SUMMIT**

26 MARCH

**WOMEN IN
EDUCATION
SUMMIT**

5 - 8 MAY

**THE SME
SUCCESS SUMMIT**

13 MAY

**INDIGENOUS
LEADERSHIP
SUMMIT**

26 - 29 MAY

**WOMEN IN
PUBLIC SECTOR
LEADERSHIP
SUMMIT**

19 - 22 MAY

**DISRUPTIVE
INNOVATION
SUMMIT**

18 - 21 AUGUST

**BUSINESS
TRANSFORMATION
SUMMIT**

23 SEPTEMBER

**WOMEN IN
LEADERSHIP
SUMMIT**

SYDNEY:
20 - 23 OCTOBER

**WOMEN IN
LEADERSHIP
SUMMIT**

AUCKLAND:
10 - 13 NOVEMBER

**EXECUTIVE
LEADERSHIP
SUMMIT**

24 - 27 NOVEMBER

Authentic Leadership Summit

17 – 20 March 2020 | 2 Days of Summit Program | 2 Days of Workshops

About This Event:

Authentic leadership boosts organisational performance by 40%, improves reputation and social license and secures the long-term viability of your enterprise. Employees are happier, more comfortable, and more productive when they feel like they know their leaders, and that their leaders have the best interests of all of their stakeholders at heart. This is achieved when leaders act as their true selves at work, when they have a shared purpose with their organisation and its people, when they allow themselves to be vulnerable and connect with their employees and when they have the long-term goals of their organisation as a guiding principle.

Back for its fifth year, Authentic Leadership Summit 2020 teaches you how to be a better leader in the contemporary business climate. It is a carefully curated, 4-day program focusing on the core tenets of authentic and brave leadership and how you can employ its principles in your organisation to drive better business outcomes and make our world a better place at the same time. We have assembled Australia's top CEOs and MDs to help you develop your leadership through authenticity, openness, and trust.

Agenda Themes:

Understand the intrinsic link between successful business and authentic leadership

Build trust through your leadership approach

Explore purposeful and authentic leadership techniques

Steer your organisation through positive cultural transformation

Develop tools to identify future leaders and nurture their talents

Attendee Breakdown:

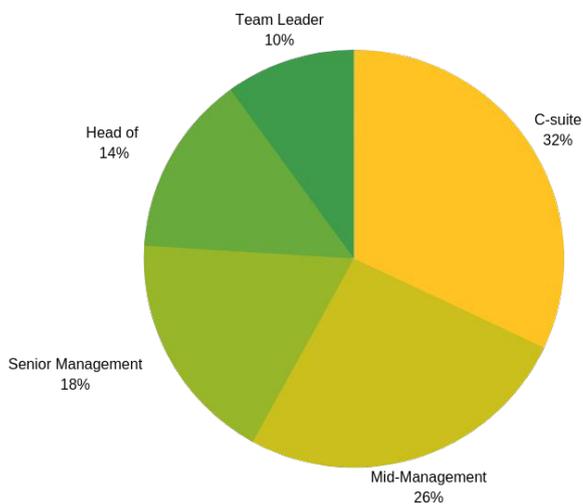
46% Key Decision Makers

32% C-Suite

26% Middle Management



Seniority:



Past Speakers:



JOHN HOWARD
25th Prime Minister of
Australia



WALEED ALY
Co-Host
The Project

2020 Speakers:



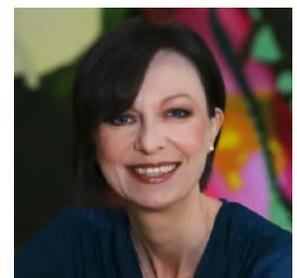
ITA BUTTROSE
Chair of the ABC and
Australian Media Icon



ROGER EATON
Former Global CEO
KFC

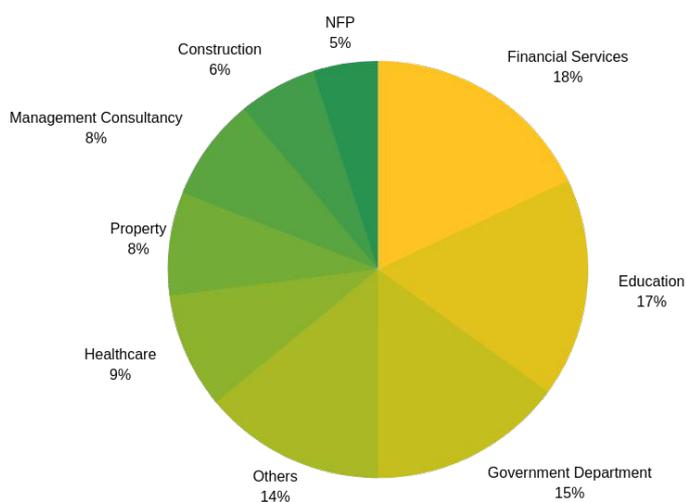


KATRINA TROUGHTON
Managing Director
IBM



KAREN LAWSON
Managing Director
Spotify

Organisation Type:



The Empowered Woman Summit

26 March 2020 | 1 Day of Summit Program

About This Event:

The Empowered Woman is a one-day experience to ignite passion for business in all its forms, so that attendees have the skills to pursue and achieve their dream career. They'll be inspired by personal stories of success, learn from intimate tales of failure, and harness their ambition to make it happen.

Purpose alone is not enough. Once found, The Empowered Woman will give attendees the tools to realise their ambitions. The event will feature keynote presentations from 8 expert female leaders on the themes of achieving their goals, overcoming imposter syndrome, harnessing mentors, finding their voice and supporting other women.

2020 Speakers:



SARAH-JANE CLARKE
Former Co-Founder
of Sass & Bide



JUSTINE TROY
Co-Founder
42 Below Vodka



PIPPA HALLAS
CEO
Ella Baché



SUZY NICOLETTI
MD
Twitter Australia



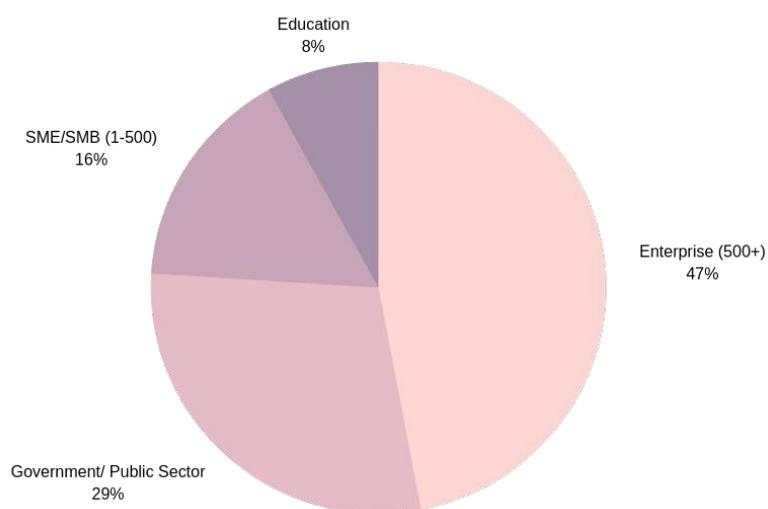
REBECCA KENT
General Manger
Discovery Channel



SANDRA MARTINEZ
CEO Oceania
Nestlé Australia



Seniority:



What Attendees Will Learn:

Go from team member to team leader

Learn what it takes to be a leader from Australia's top businesswomen

Network with VIP Speakers

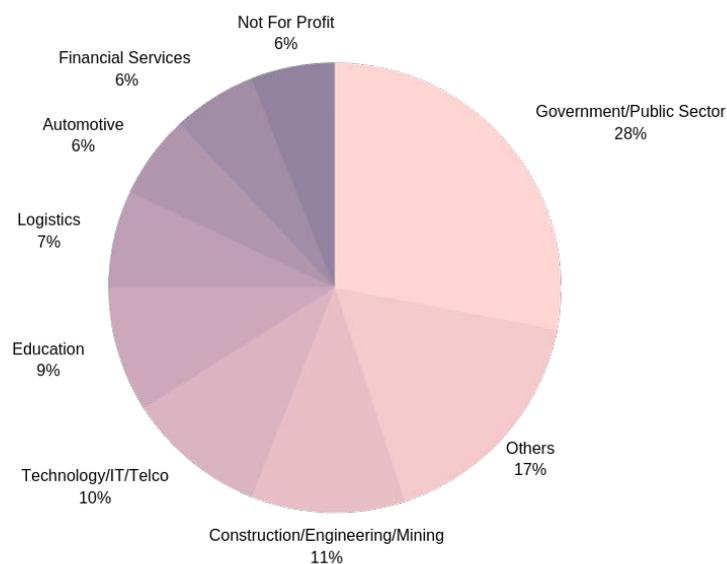
Plan out the steps to winning their next promotion or getting their dream job

Gain the tools to support your journey to the top

Develop the negotiation skills to earn their ideal salary

Bounce back from negative feedback and setbacks

Organisation Type:



Attendee Breakdown:

47% Enterprise

88% Under 35 Years

Women in Education Leadership Summit

5 - 8 May | 2 Days of Summit Program | 2 Days of Workshops

About This Event:

Women are well represented in education institutions as workers, but how about as leaders?

The Women in Education Leadership Summit 2020 will give attendees the inspiration, skills and strategies they'll need to take their career to the next level and change the statistics.

This 4-day event will feature keynotes, case studies, panel discussions and Q&As with Australia's strongest female education leaders, thought leaders as well as special VIP speakers to light up the stage.

Attendees will be inspired to take the next step in their career in education and become an agent of change and move into leadership – only at the Women in Education Leadership Summit 2020.

What Attendees Will Learn:

Enhance their leadership skills and progress their journey

Encourage others around them to succeed

Identify and take current and future opportunities for growth

Empower change in their organisation by driving diversity and inclusion

Comfortably deal with difficult situations and hard conversations

Develop their leadership toolkit and roadmap

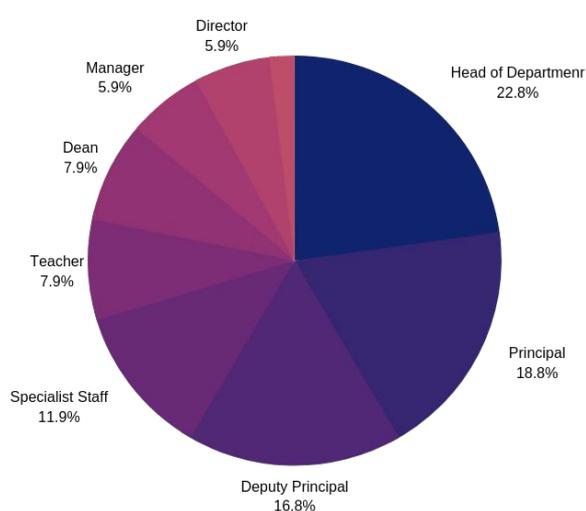
Attendee Breakdown:

67% Key Decision Maker

52% Private Schools



Seniority:



Past Speakers:



LISA MOLONEY
Principal
MLC



JOANNE ALFORD
Principal
Berry Street

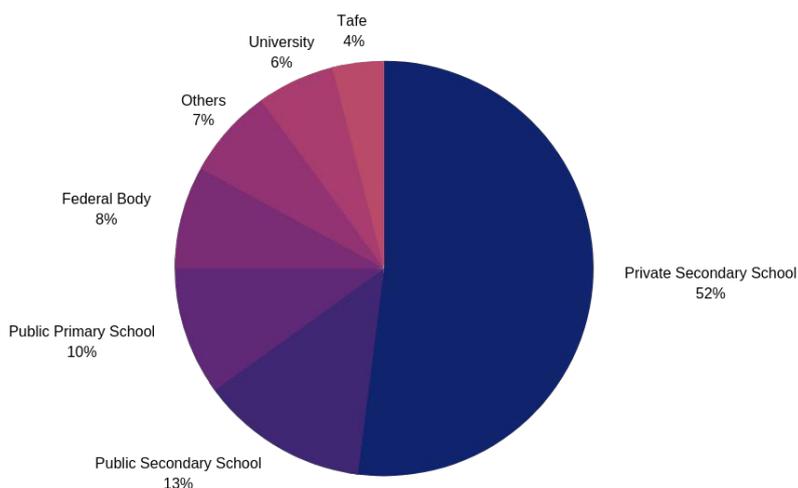


KIM BENCE
Deputy Principal
Ravenswood



DR. GENEVIEVE BELL
Professor- Engineering &
Computer Science
Australian National University

Organisation Type:



LYNDAL GROOM
Branch Manager – Student
Participation
Department of Education



MARY-LOU O'BRIEN
Chief Digital Officer
Melbourne Girls
Grammar School

The SME Success Summit

13 May 2020 | 1 Days of Summit Program

About This Event:

Over 60% of small businesses in Australia fail within the first three years, and the rate of this failure has risen by nearly 13%.

Running a small to medium business is a huge risk, but with great risk can come great rewards. The cost of failure is high, but the potential gains of success are almost limitless.

We believe every business, regardless of size, resources or headcount, should have access to the greatest business minds and learning experiences. That's why we're assembling the leaders of Australia's strongest businesses and most innovative start-ups to show you how to realise this success in your business.

Join us at The SME Success Summit, a one-day, educationally focused program to help small to medium businesses succeed in their strategic vision. This is a chance to learn from Australia's top industry professionals and get the advice needed to take any business to the next level.

What Attendees Will Learn:

Develop and rethink your business strategy

Learn strategies to expand or grow your business

Digitise your business and utilise technology to grow faster

Rethink and expand your sales and marketing strategies

Learn the most up-to-date business strategies

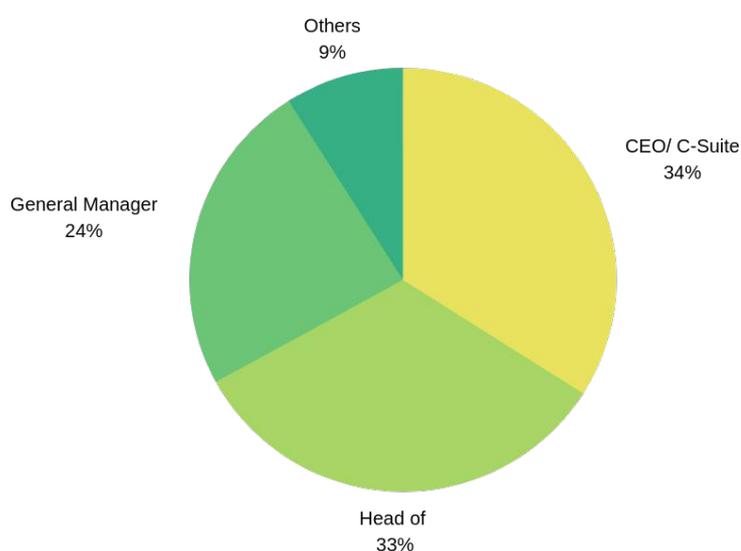
Attendee Breakdown:

91% Key Decision Maker

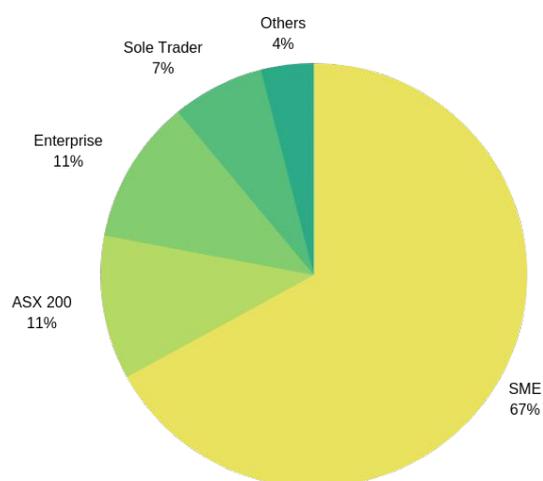
76% SMEs, Sole Traders and Start Ups



Seniority:



Organisation Type:



Past Speakers:



DR GLEN RICHARDS
Vet, Entrepreneur, Investor &
TV Host
Shark Tank, Petbarn &
Greencross



ABIGAIL FORSYTH
Founder & Managing
Director
Keep Cup



MARK HAWTHORNE
Former CEO & MD
Guzman y Gomez &
McDonald's



TOM DAVEY
CEO
GoGet



NATALIE BRENNAN
GM
Muffin Break



TIM YORK
CEO
Darrel Lea

Indigenous Leadership Summit

26 – 29 May 2020 | 2 Days of Summit Program | 2 Days of Workshops

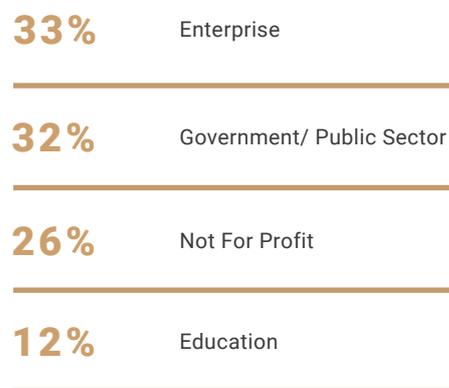
About This Event:

Indigenous knowledge and culture can transform and enrich Australian organisations and make them stand out in the global economy.

This event brings together Indigenous leaders, inspiring individuals, government and industry stakeholders and workplace representatives from across the country to examine cultural heritage, leadership opportunities and strengths, and what we can do to ensure greater opportunities in the future.

This comprehensive and inclusive summit will place particular focus on how companies can empower indigenous leadership throughout their organisations, what indigenous leaders have learned on their leadership journey and what advice they have for emerging leaders, and also what needs to be done to overcome institutional barriers to indigenous leadership.

Attendee Breakdown:



What Attendees Will Learn:

Hear from inspiring indigenous leaders and learn from their experience

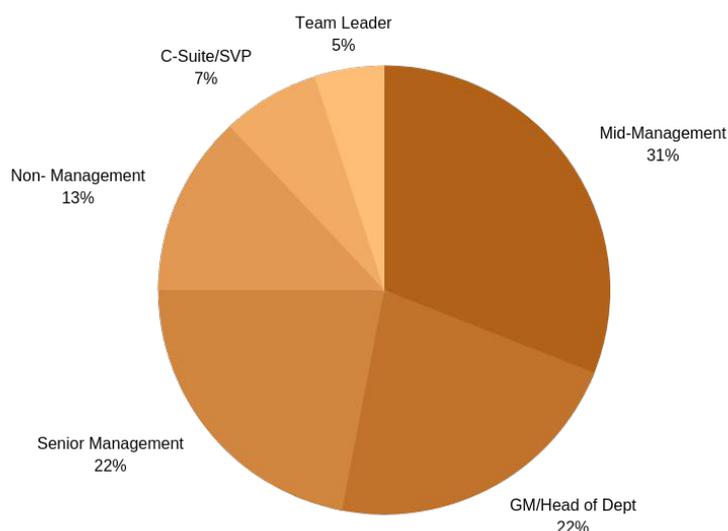
Harness their strengths as an indigenous leader

Understand how organisations can support indigenous leaders

Discuss what governments and policymakers can do to support indigenous leadership



Seniority:



Past Speakers:



NOVA PERIS AM
Olympic Athlete and
Former Politician



ADAM GOODES
AFL Player and
4x All Australian



DR HELEN SZOKE AO
CEO
Oxfam Australia



CANDICE MESECKE
Executive Manager
Organisation and Change
Downer Group

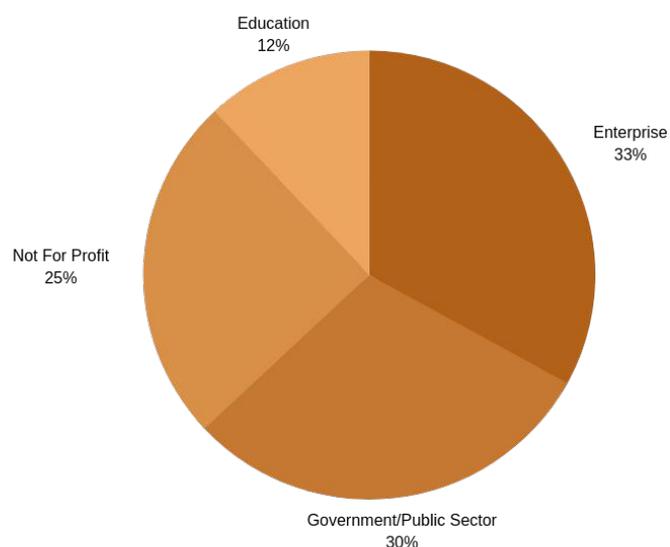


ASHLEY SAMSON
Diversity & Inclusion Leader
Australia Post



TRAVIS CUNNINGHAM
Manager, Evidence & Improvement
Dept. of Health and Human Services

Organisation Type:



Women in Public Sector Leadership Summit

16 – 19 June 2020 | 2 Days of Summit Program | 2 Days of Workshops

About This Event:

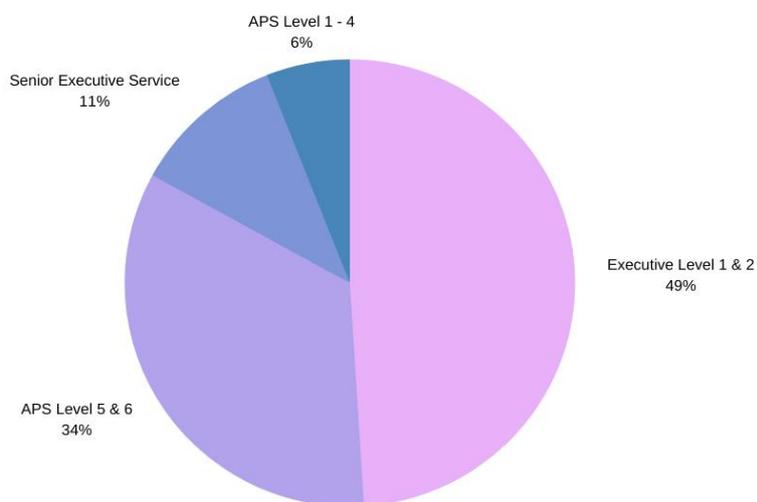
Google the statistics of women working in government. You'll see women make up 59% of the Australian Public Service.

It's a different story at the executive level - women only represent 43% of leadership roles. It's even less in parliament, with a mere 32% representation.

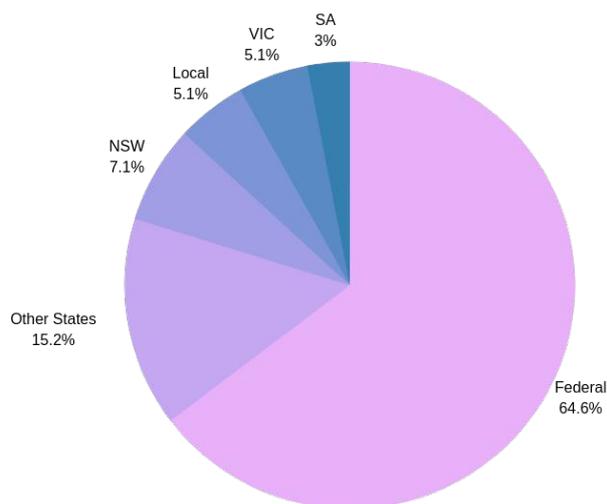
While the Public Sector is leading the way in many aspects of gender equality, it is clear that much remains to be done before we reach true equality.

The Women in Public Sector Leadership Summit is here to contribute to this journey by empowering women to attain more leadership positions. Attendees will hear inspiring and practical stories of leadership success so they can go back to their workplace and enact meaningful change in their career. Take home inspiring stories from Australian and International leaders on how they achieved success and learn how change can be implemented in any organisation.

Seniority:



Organisation Type:





Attendee Breakdown:

59% Key Decision Makers

36% Non-Federal

What Attendees Will Learn:

Enhance their leadership skills and progress their journey

Encourage others around them to succeed

Identify and take current and future opportunities for growth

Empower change in any organisation by driving diversity and inclusion

Become an employer of choice for the best candidates

Take concrete steps to gender equality and sustain success

Past Speakers:



DANA M LEWIS
Former Personal Aid to
Barack and Michele Obama



DEBORAH RICHARDSON
Deputy Minister
Ontario Ministry of
Indigenous Affairs



JULIE BISHOP
Former Foreign
Minister of Australia



GEORGIE GARDNER
Co-host
Today Show



MONICA BARONE
CEO
City of Sydney



LIZ COSSON
Secretary
Department of
Veteran's Affairs

Disruptive Innovation Summit

18 – 21 August 2020 | 2 Days of Summit Program | 2 Days of Workshops

About This Event:

The contemporary economy is evolving to a point where disruption could almost be considered the status-quo.

Uber, AirBnB, Deliveroo and the disruptors of the past are now part of the establishment, and innovation of the business model is forcing all enterprises to rethink core strategy. At the same time, emerging technologies are placing doubt on the fundamentals of business operation and making us reconsider the future of work.

Now is not the time to cling to the ways of the past - our organisations need to lead innovation in order to sustain themselves and the society into the future. The Disruptive Innovation Summit focuses on how Australia's leading organisations and most innovative industry disruptors are leading innovation and evolving the contemporary economy as we progress further into the fourth industrial revolution.

Thrive or die in industry 4.0. The choice is yours.

Past Speakers:



DR FREDERIK G. PFERDT
Chief Innovation Evangelist
Google



BERNARD MEYERSON
Global Chief Innovation Officer
IBM (USA)



GERARDO MAZZEO
Global Innovation Director
Nestle Ltd



JEREMY BALKIN
Global Head of Innovation
HSBC (USA)



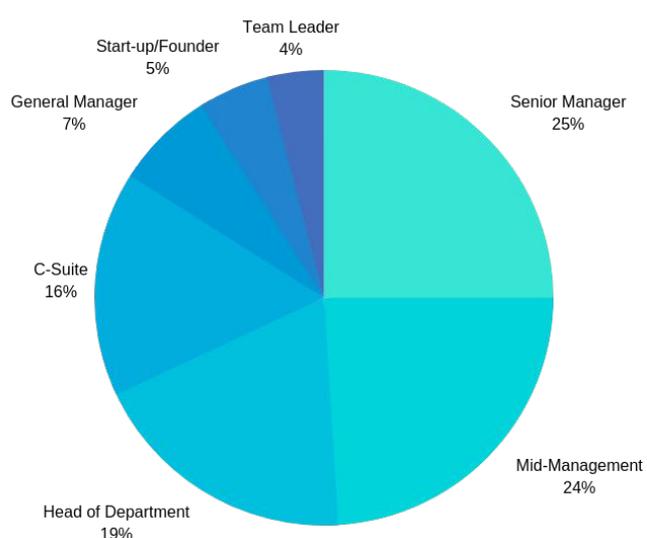
ANDREW BASSAT
CEO
Seek



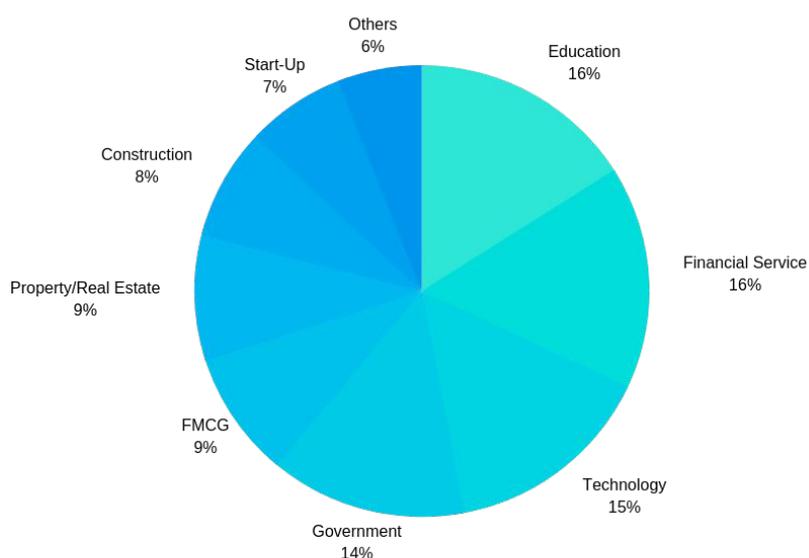
SUZANNE STEELE
MD ANZ
Adobe



Seniority:



Organisation Type:



What Attendees Will Learn:

Overhaul an organisation's innovation agenda

Assess their innovation approach against the world's best

Understand the impact and opportunities of AI

Build a roadmap of challenges as we move further into industry 4.0

Develop new emerging technology approaches

Attendee Breakdown:

37%

innovation & technology
decision makers

Business Transformation Summit

23 September 2020 | 1 Days of Summit Program

About This Event:

Sooner or later, all organisations will need to change.

Whether it is forced by disruption, or simply needed due to optimisation, growth, merger or acquisition, transformation has become more than a process in this rapidly evolving economy. It has become a discipline.

This intensely focused but comprehensive one-day program will teach attendees everything they need to know about business transformation from Australia's most cutting-edge CEOs and transformation specialists. Attendees will develop the skills to ensure they have what it takes to steer their organisation through potentially

Past Speakers:



MIKE FOSTER
MD ANZ
Fujitsu



UDAY SAREEN
CEO
ING Direct



KEREN RAMBOW
Deputy Regional Manager,
South Asia Pacific
GE



KYLIE MCLEAN
Chief Digital Officer
IBM ANZ



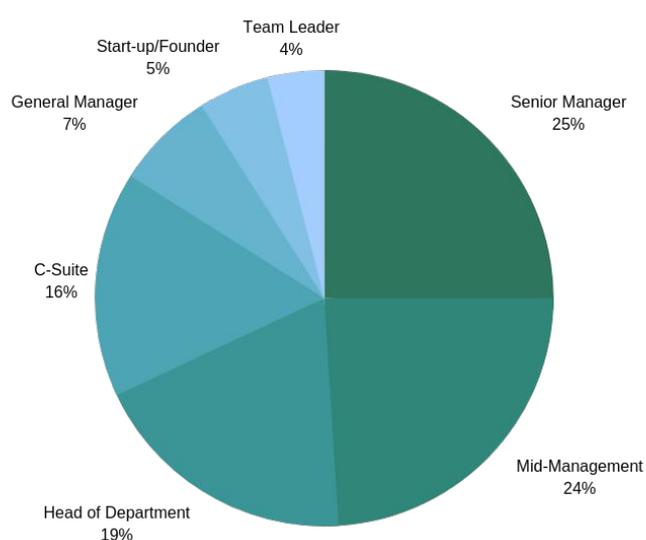
ADRIAN TURNER
CEO
Data 61



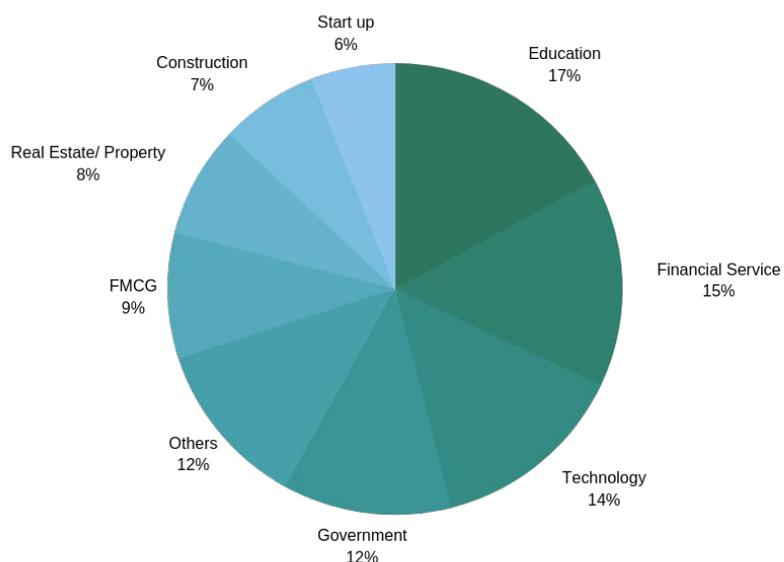
DAYLE STEVENS
GM Technology
AGL



Seniority:



Organisation Type:



What Attendees Will Learn:

Learn best practice transformation and how to apply it to their organisation

Understand how the evolving economy will affect their business

Future-proof their transformation to ensure lasting success

Drive internal buy-in by engaging key stakeholders

Change management techniques to ensure a smooth transformation

Determine when and why they need to transform their organisation

Attendee Breakdown:

Broad range of industries and organisation sizes undergoing transformation

Women in Leadership Summit

SYDNEY: 20 - 23 October 2020 | 2 Days of Summit Program | 2 Days of Workshops

AUCKLAND: 10 - 13 November 2020 | 2 Days of Summit Program | 2 Days of Workshops

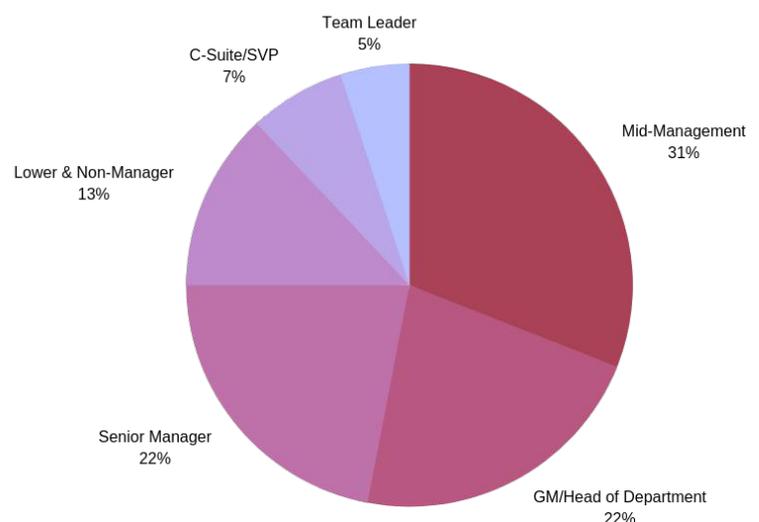
About This Event:

While the world catches up, women need to lead the way by creating their own opportunities and helping other women do so as well.

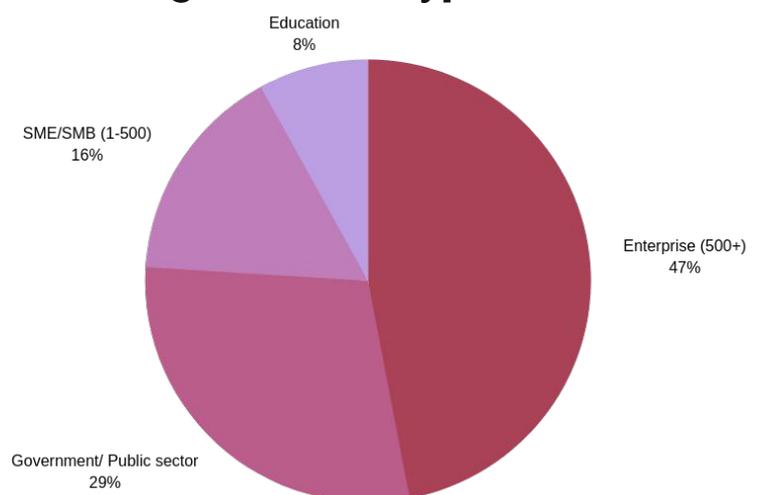
Let's face it. A lot of companies say they are more committed to gender equality than ever before. But this commitment doesn't always translate into action. We still have a severe lack of women in senior roles, especially the C-Suite. We still have a huge gender pay gap, and we still see discrimination in the workplace. But how do individual women cut through these infuriating statistics and break into the C-suite? How can the few women in leadership create opportunities for the next generation? And how can organisations become real agents of change?

The Women in Leadership Summit is an educationally-focused event that helps women along their leadership path. Featuring inspiring keynotes, career-focused case studies, cutting panel discussions and interactive workshops, their leadership journey starts and continues with us. We'll inspire them to become an authentic leader, equip them with the skills and strategies to add maximum value to their organisation and show them how to cultivate meaningful change for future generations.

Seniority:



Organisation Type:





Attendee Breakdown:

42% From ASX Companies

29% Key Decision Makers

What Attendees Will Learn:

Develop an executive management toolkit and roadmap

Become an authentic leader and stay true to their values

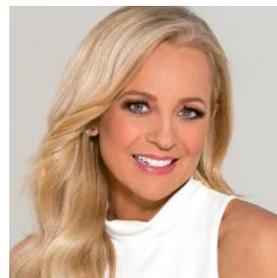
Comfortably deal with difficult situations and hard conversations

Become an effective coach and mentor to future female leaders

Carve out their career in male-dominated industries

Develop the infrastructure for equality and strategies that work!

Past Speakers:



CARRIE BICKMORE
Host of Carrie & Tommy,
SCA | Host of The Project
Network 10



LISA WILKINSON
Host of The Project
Former Host of Today Show



JANINE ALLIS
Founder Entrepreneur & CEO
Shark Tank



LEIGH SALES
Award Winning Journalist
ABC



MICHELLE BRIDGES
Entrepreneur and
Motivational Coach



ANN SHERRY
Former-CEO & Chair
Carnival Australia

Executive Leadership Summit

23 September 2020 | 1 Days of Summit Program

About This Event:

“What got you here, won’t get you there.”

To ensure managers have the capability to truly lead a business rather than manage it, they need to re-tune their understanding of contemporary business and the evolving global economy. Leaders need to understand their core values in order to lead with authenticity and strength. They need to know how to drive innovation and thrive in the disruptive business environment of the 21st century. They need to keep their organisation performing and implement clear-cut and integrated strategy. They need to understand how complex enterprises thrive, and how to drive diverse business models. In short, they need to be at the cutting edge.

To get there, they need not just the tools but the insight of seasoned executives.

The Executive Leadership Summit focuses on the core learnings of an MBA with practical, experience-based keynotes and case studies from the leaders of Australia’s most successful companies. With sessions on leadership, strategy, innovation, operations, marketing, people and change management, this is the only event leaders need to fine tune their all-round leadership skills or take them to the next level.

Past Speakers:



MARK BOURIS AM
Entrepreneur, Author,
Academic, Media Personality
and Businessman



TODD SAMPSON
Adventurer, Filmmaker,
Television Presenter and
Businessman



MICHAEL BUNGAY-STANIER
Author
The Coaching Habit



MARNIE BAKER
Managing Director
Bendigo and Adelaide Bank



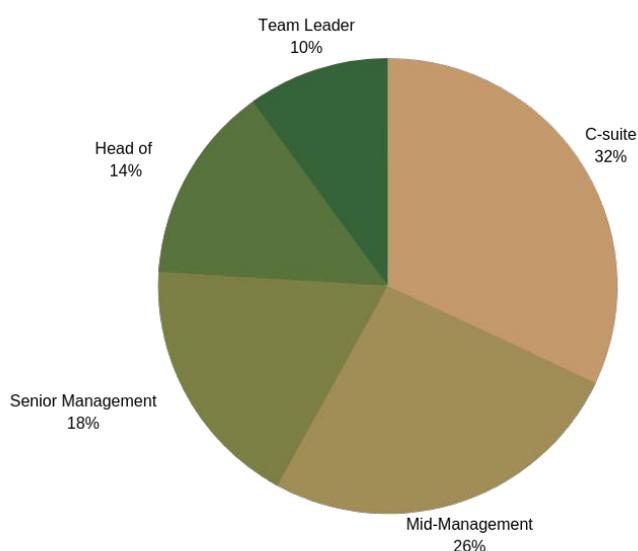
TIM MACKINNON
Managing Director
Ebay



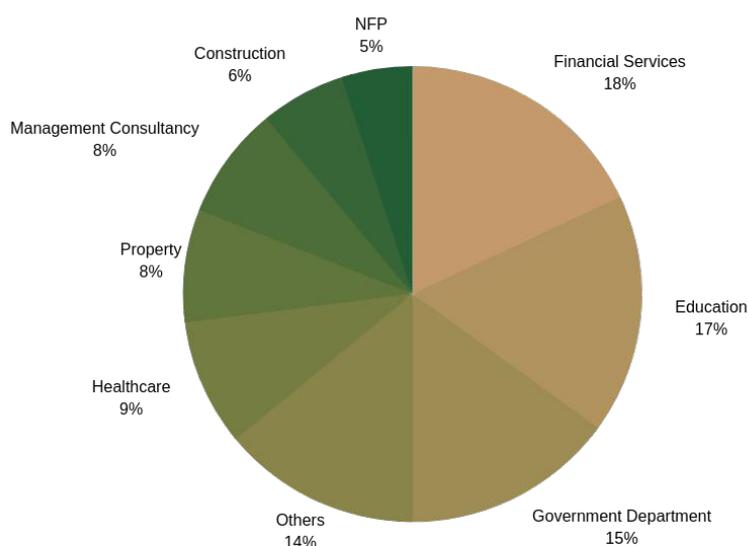
MICHAEL SCHNEIDER
Managing Director
Bunnings Groups



Seniority:



Organisation Type:



What Attendees Will Learn:

Learn how to lead with practicality and cultivate high-performing teams

Successfully navigate business strategy implementation and integration

Tune up on the fundamental principles of business success

Understand how the global economy affects your organisation

Lead innovation and navigate change to survive disruption

Competently lead multiple business functions and high-performing teams

Attendee Breakdown:

68% Looking to move into the C-Suite

Broad range of industries and high gender and cultural diversity



Past Sponsors and Partners



Charles Sturt
University



MACQUARIE
University



Sylvania
Connected
Solutions

Industrie&Co

Media Partners & Advertising:



Charity Partners:



Raised: \$5,000+



Raised: \$5,000+



Raised: \$5,000+



Raised: \$6,000+

Delegate Snapshot





Testimonials

Attendees:



Excellent day; fantastic insights, each speech was valuable to listen to!

– Department of Defence



Really appreciated this presentation. Inspirational and provided some great advice and tools in this space.

– SA Health



Really well organised + well done!
Thank you for organising such a wonderful event!

– Department of Human Services



Very inspiring! Practical advice. Clear and articulate. Loved the insight as well as the simplicity.

– NAB



Exceptional – I have never had disruptions so clearly articulated. Some really good mixes of theoretical vs practical across presenters. Very well balanced.

– AGL Energy

Sponsors:



One of the most impressive line-ups I've seen at an event. We saw tremendous value in being a part of the inaugural event and will be back for sure.

– Industrie & Co.



One of the best events we've ever attended and been involved in. In terms of value for us, it blew Gartner's event out of the water.

– Ultimo Digital Technology

Gallery







Want to know more?

Contact our customer success team on
02 8248 0200 or email: info@theleadershipinstitute.com.au

