

THE LEADERSHIP CONFERENCE 2024

SHROPSHIRE



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SPONSORSHIP opportunities



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16 April 2024

Theatre Severn, Shrewsbury



Why sponsor the Leadership Conference?

The Leadership Conference returns to Shropshire on the 16 April 2024 at Shrewsbury's Theatre Severn.

Leaders from across the region will gather for a day of high-profile keynote speakers, thought-provoking workshops, and networking opportunities. Two influential keynote speakers will take to the stage to inspire, challenge, and evolve how you lead.

As well as inspiring speakers and the opportunity to meet and share ideas with regional business leaders, the conference will feature hands-on masterclasses, trade stands, and a zone dedicated to well-being as a reminder to prioritise mental health in the workplace.

Shropshire Council aims to ensure that The Leadership Conference 2024 has a positive impact on businesses across the region.

Main event sponsor **£5,000 - £10,000 plus VAT**

- Opportunity to provide a speaker at the main conference welcome (10 mins)
- Branding on all promotional material – print and online
- Branding on all signage onsite on day of conference
- Insert within delegate bags
- Welcome page in the conference agenda
- Display of corporate logo on 'graphics loop'
- Full page advert in the delegate programme
- Media announcement of overarching sponsorship
- 3m x 2m exhibition floor space, includes tables, 2 chairs, power and WIFI
- 3 x conference passes (named delegates)
- Opportunity to provide closing comments at end of conference (10 mins)

Masterclasses –

As well as high-profile keynote speakers, this year's conference will play host to a range of diverse, topical masterclasses which will enable leaders to gain insight and influence thinking which is suitable for all leaders of the future. From health and wellbeing to Artificial Intelligence, find your "Service Animal" to exploring the importance of equality, diversity, inclusion and belonging in the workplace – there will be something to pique your interest. These engaging, interactive sessions will really get attendees creative mindsets flowing with tangible tools to take back to the workplace.

Advertising –

Looking for something more bespoke? We recognise that some organisations may want to be part of the Leadership Conference 2024 but don't necessarily want to be a sponsor or have a stand.

Perhaps you want to advertise your business, find new customers or tell people about new services or offers.

From promotional material in our delegate bags, to an advert in our conference brochure, we're happy to talk to you about your bespoke advertising needs.

Please contact us shropshirehr@shropshire.gov.uk

Keynote speaker –

MICHAEL HEPPELL –



Michael Heppell is the international best-selling author of 6 books, including How to Be Brilliant. His books have been translated into 27 languages and include the Sunday Times No.1 Best Seller Flip It. His passion is presenting. He has been described as 'One of the top 3 professional speakers in the world.'

He works with individuals and organisations who are dissatisfied with being good and have a desire to be brilliant. Through his events and coaching, Michael has worked with everyone from Category B prisoners to business leaders; from Premiership footballers to TV personalities.

JOHN WILLIAMS –



CEO of The Institute of Leadership, John works closely with the Board and all the members of the team to support the institute's mission. He has worked in many leadership roles across the world and enjoys supporting other leaders to achieve their best. John did his MBA at Northumbria University, and spends most of his spare time running (slowly), reading, writing, and collecting antique Chinese Government bonds. Yes, really.

KEY NOTE PRESENTING PARTNER – £3,000 plus VAT

- Opportunity to provide a speaker at the main conference welcome/pre speaker (10 mins)
- Branding on all promotional material – print and online
- Insert within delegate bags
- 1/2 page welcome in the conference agenda introducing their speaker
- Display of corporate logo on 'graphics loop'
- 1/2 page advert in the delegate programme
- 3m x 2m exhibition floor space, includes tables, 2 chairs, power and WIFI
- 2 x conference passes (named delegates)



CONFERENCE PARTNER – £1,000 plus VAT

- Opportunity to sponsor Walker Theatre main break out zone
- Branding on all promotional material – print and online
- Insert within delegate bags
- Display of corporate logo on 'graphics loop'
- 1/2 page advert in the delegate programme
- 3m x 2m exhibition floor space, includes tables, 2 chairs, power and WIFI
- 2 x conference passes (named delegates)

EXHIBITION STAND

£350 plus VAT

- Company logo in the delegate programme
- 3m x 2m exhibition space, includes tables, 2 x chairs power and Wifi
- 1 x conference pass (named delegate)

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