FUTURE OF LEADERSHIP

2020 ENGAGEMENT PROSPECTUS
About Future of Leadership

The leadership and management needs of organisations are changing faster today than ever before. The business world is becoming more sophisticated and complex, automation is on the rise, and the inability to innovate is resulting in bankruptcies and closures.

In addition to these challenges, as Millennials enter the workforce and the last of the Baby Boomers head towards retirement, we’re going to see an increasing gap in leadership if we don’t focus on succession planning and developing our future leaders.

But here’s the thing, in the digital era that we are in, many roles that exist today won’t be there in the future and on the other side of that coin new roles that are not even on our radar will emerge. So how does one even begin to plan for that? Much of what we need in the future will come from refining and adapting skills that are already part of best leadership practices, therefore we must invest in a continuous learning cycle.

LEADERSHIP DEVELOPMENT IS A JOURNEY, RATHER THAN A ONE-OFF COURSE OR PROGRAM.

Future of Leadership arms people, teams and organisations with tools to be a better leader, to walk away inspired and ready to take action personally, and professionally.

7 YEARS
7 CITIES
6720 ATTENDEES
66 SPEAKERS
<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>7 Aug</td>
<td>Sydney International Convention Centre (ICC)</td>
</tr>
<tr>
<td>Brisbane</td>
<td>20 Aug</td>
<td>Brisbane Convention and Exhibition Centre (BCEC)</td>
</tr>
<tr>
<td>Melbourne</td>
<td>13 Aug</td>
<td>Melbourne Convention Exhibition Centre (MCEC)</td>
</tr>
<tr>
<td>Canberra</td>
<td>1 Sep</td>
<td>National Gallery of Australia</td>
</tr>
<tr>
<td>Adelaide</td>
<td>8 Sep</td>
<td>Adelaide Oval</td>
</tr>
<tr>
<td>Perth</td>
<td>9 Sep</td>
<td>Crown Perth</td>
</tr>
<tr>
<td>Newcastle</td>
<td>26 Aug</td>
<td>Noah’s on the Beach</td>
</tr>
<tr>
<td>Auckland</td>
<td>15 Sep</td>
<td>Maritime Room</td>
</tr>
<tr>
<td>Wellington</td>
<td>16 Sep</td>
<td>Harbourside Function Venue</td>
</tr>
</tbody>
</table>

**Bonus Event:**

**IWD: Courageous Conversations**  
10th Mar  
Ivy Ballroom Sydney
Industry Leaders

2020 PRELIMINARY SPEAKER LINEUP

Some of Australia’s most influential speakers are already confirmed to join the 2020 Series. Further names to be announced in the coming months.

Mark Mathews  
Professional Big Wave Surfer

Scott Stein  
Author, Leadership Hacks

Daniel Murray  
CEO Empathic Consulting

Peter Baines  
CSR & Leadership Consultant

Gihan Perera  
Futurist & Author

Nat Feehan  
Executive General Manager - Marketing & Direct Sales MYOB

Aiden Grimes  
Coach & Kokoda Trek Leader

Anneli Blundell  
Professional People Whisperer

Andrew Klein  
MC

Darren Hill  
Executive Director & Co-Founder Pragmatic Thinking

Chris Helder  
Best Selling Author Communications Expert

Julie Cross  
Motivational Speaker

Alexia Hilbertidou  
CEO GirlBoss New Zealand

Jezza Williams  
Founder & CEO Makingtrax Tetraplegic Adventurer
How to Partner with Us?

At Hands Group we believe the best way to deliver impact is by doing what we do best - *creating meaningful shared experiences that deliver shared value*. Herein, you will find an overview of the types of partnerships we can facilitate and the opportunities available to your brand, business and teams. They extend across three core areas of engagement covering: Brand, Education and Entertainment.

- **Brand**
  - Promote your products and services to a new, highly engaged and targeted audience.

- **Education**
  - Enhance professional development and employee engagement programs

- **Entertainment**
  - Deepen client relationships with a differentiated corporate hospitality strategy
Promote your products and services to a new, highly engaged and targeted audience.
Why partner with us

Brand Alignment

Align your brand with a program founded in curating and educating leaders of tomorrow.

Brand Awareness

Boost your brand awareness and reach a new and highly engaged audience, with common values to your business and brand.

Influence Emerging Leaders

Be an active part of the conversation, promoting and contributing to emerging and transformative Leadership trends.

Support a Charitable Cause

Do good, by doing good. All profits from the event fund the operations of our partner charity – Hands Across the Water.

Reach new audiences

Tap into a new, highly engaged audience from a cross section of business sectors whom you’ve never reached before.

Connect with top people in leadership

Connect with senior change makers who share your values and can increase your network of influence.

Capture leads and acquire new customers

Embrace the opportunity to network and showcase your products and services, driving new customer acquisition.

Sample your products

Get your products in the hands of our audience with the opportunity to offer integrated product sampling.
Access to Leaders

PROMOTIONAL REACH
We have long term strategic partnerships with media companies’ such as oOH! Media and Nova Entertainment to deliver our communications plan for the Future of Leadership event series, all of which our sponsors have the opportunity to leverage.

<table>
<thead>
<tr>
<th>DATABASE</th>
<th>SOCIAL</th>
<th>WEBSITE</th>
<th>MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,000+</td>
<td>12,000+</td>
<td>3,000+</td>
<td>$1.2M+</td>
</tr>
<tr>
<td>Subscribers</td>
<td>Followers</td>
<td>Monthly Visitors</td>
<td>Paid Media</td>
</tr>
</tbody>
</table>

AUDIENCE REACH
Our Future of Leadership events have been running for the last seven years and consistently attract and engage large corporate audiences across Australia, New Zealand and Thailand. These are some of the most influential decision makers in Australia and New Zealand. Getting the right message to this audience can create a ripple effect across industry sectors, resulting in a huge impact for your organisation.

2,000+ Attendees 9 Locations 4.5 OUT OF 5 Average Event Rating 90% Met or Exceeded Expectations 51% 49% Gender Profile
Access to Leaders

The Future of Leadership attracts the most involved and active members of the business community - the ones who walk the talk, make the hard calls and drive industry change.

**Industry Representation**

- Finance: 18%
- Hospitality: 5%
- Manufacturing: 4%
- Mining: 1%
- Prof. & Tech Services: 10%
- Public Service: 10%
- Retail: 8%
- Transport: 9%
- Communications: 10%
- Education: 4%
- Other: 13%

**Job Representation**

- Manager: 41%
- Non-Manager: 12%
- Executive Manager: 13%
- Senior Manager: 29%
- C-Suite: 5%
## Sponsor Opportunities

We believe the best experiences and best outcomes are derived from collaboration. For this reason, you will not find the standard Gold, Silver, Bronze packages. However, for the purpose of commercial planning we understand having a yard stick is an important factor in determining suitability.

### I'M ALL IN!
- Naming Rights Sponsor
  - $100,000

### I WANT TO BE INVOLVED
- Individual Touchpoint
  - From $2,500

Get in touch to discuss your objectives, what return would look like for your business and let’s design an amazing experience, together.

### Opportunities Include:

<table>
<thead>
<tr>
<th>PRE - EVENT</th>
<th>EVENT DAY</th>
<th>POST - EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming rights 'brought to you by'</td>
<td>Complimentary tickets to FOL event</td>
<td>Post event thank you on social channels</td>
</tr>
<tr>
<td>Partner content across social channels</td>
<td>Acknowledgement in MC address</td>
<td>Inclusion of Post-event survey questions</td>
</tr>
<tr>
<td>Logo on event website</td>
<td>Discounted rates for additional guests</td>
<td>Logo on all post event communications</td>
</tr>
<tr>
<td>Logo on all event emails</td>
<td>Integrated product promotion</td>
<td>First right of refusal of sponsorship for 2021</td>
</tr>
<tr>
<td>Inclusion of logo on paid advertising</td>
<td>1-2 min video on main stage</td>
<td>Bespoke Post event report &amp; insights</td>
</tr>
<tr>
<td>Promotion in LEAD. magazine</td>
<td>Single page advertising in event program</td>
<td>Complimentary FOL Membership/s</td>
</tr>
<tr>
<td>Advertorial in LEAD. magazine</td>
<td>Lanyard Co-Branding</td>
<td>Post-event email promotion to all attendees</td>
</tr>
<tr>
<td>Bespoke invite communications</td>
<td>VIP Speaker meet &amp; greet</td>
<td>Promotional space in Member Newsletter</td>
</tr>
<tr>
<td>Promotional Space on FOL Website</td>
<td>Exhibition space</td>
<td></td>
</tr>
<tr>
<td>Mentioned in all public relations</td>
<td>Gift or promotional item in VIP Totes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Priority seating for attendees</td>
<td></td>
</tr>
</tbody>
</table>

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**FUTURE OF LEADERSHIP**

2020 Engagement Prospectus
Education

Enhance professional development and employee engagement programs
Learning and Development Programs

What does it take to be a leader of the future?

Some say any good leader of tomorrow needs vision, humility, the ability to listen, authenticity and courage. All skills that cannot be learned or adapted in a single course curriculum. In fact, leadership development is a journey requiring an ‘always on’ approach to progressive learning and experiences across varied methods of delivery. It’s the combination of these experiences which shapes us.

The Future of Leadership conference marks an integral day in any current or emerging leader’s professional development calendar. Bringing together some of Australia and New Zealand’s – in fact the world – top thought leaders and subject matter experts across a cross section of leadership topics.

Take advantage of our discounted group rates for corporate partners to get the most out of your Learning & Development budget allocations. The Future of Leadership offers accessible content programs across Australia and New Zealand, ensuring consistent learning curriculums, particularly benefiting geographically dispersed teams.

**CORPORATE GROUP RATE (METRO):**

| 1-7   | $365.00 pp |
| 8-19  | $335.00 pp |
| 20-49 | $299.00 pp |
| 50+   | $279.00 pp |

Utilise the [Future of Leadership Membership](#) program to supplement the event series and fulfil a 12-month leadership development program.

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"Amazing event! I am bringing more team members with me next year. Great value for such inspiring advice on improved leadership and practice."

Queensland Government

"My people came back to the office buzzing! They want to book now for next year! Awesome day, thank you."

Access Community Health
Future of Leadership Membership

After seven years of success in delivering and growing the Future of Leadership event series across Australia, New Zealand and Thailand, the Membership program provides our community the ability to engage, learn, interact and experience the power of our content and experiences from internationally recognised thought leaders, on demand.

This Membership program, as with our events, has been specially curated and built to support the ongoing developmental building blocks of your teams, your customers, your partners and yourself.

5 KEY DISTINCTIONS OF A FUTURE OF LEADERSHIP MEMBERSHIP

There are a number of development programs on the market, but Future of Leadership is truly unique in five key ways. These differences are designed for you to get maximum value from your Membership - as an individual and a business. To continually develop and improve your leadership knowledge and skills, applicable across all areas of your life, not just business.

1. ACCESS TO INTERNATIONALLY RENOWNED LEADERSHIP EXPERTS
   Cut through the clutter and hear from the best of the best with internationally renowned thought leaders, authors, speakers and business men and women. Future of Leadership’s reputation as a standout event in Australasia has resulted in our ability to attract and select from only the best speakers and thought leaders in their respective fields.

2. DIVERSITY OF CONTENT ACROSS A CROSS SECTION OF LEADERSHIP TOPICS
   Our worlds are saturated in content. The ability to author and publish at speed has both enabled and hindered our ability to consume at the same rate. Where do you start?

   We have done the hard work for you, curating only the best, insightful, substantiated and relevant content to share with our Members. You can be assured, your teams, clients and/or partners, accessing the Future of Leadership benefits, are consuming the best of the best across an incredibly diverse range of topics from Innovation, Coaching and Mentoring, Strategic Planning, Leading Self, and more.
3. INDIVIDUALISED BUSINESS BENEFITS CUSTOMISED TO YOUR NEEDS

All people and business are unique and individual in their needs. We will work with you to construct the finer details of your Business benefits to align with the objectives and vision of your business and teams. This can be a specially curated thought leader to speak at your Boardroom Breakfast, or the bespoke Business CSR Health Check developed specifically for your business, with your business to generate the most shared value as possible.

4. MEETING MULTIPLE SIMULTANEOUS OBJECTIVES

Like never before have budgets been tight and the economy putting pressure on businesses. We are the first to acknowledge this as a social enterprise. That why, when formulating the program benefits, we wanted to ensure we covered as much ground as possible for our Members. The Future of Leadership Membership program has been designed to flex with your businesses size and needs:

- Offer to staff as part of their personal development program
- Share experiences with strategic partners as value add to your relationships
- Add key clients to your Membership to truly differentiate your offering
- Build into your innovation and transformation projects as a key information resource

5. DOING GOOD BY DOING GOOD

Future of Leadership is a program run by the Hands Group - a social enterprise specialising in developing shared experiences delivering shared value. Hands Group was formed to fund the administration and operation of its partner charity, Hands Across the Water (where all donor funds are directly attributed to providing disadvantaged kids in Thailand a life of choice, not one of chance). All profits generated by the Future of Leadership Membership program fund the operations of Hands Group, which in turn exists to raise the standard of care for the children supported by Hands Across The Water. By becoming a Member of the Future of Leadership program, you are not only benefitting your business, teams, strategic partners and self; but also 350 disadvantaged children in Thailand.
## Membership at a Glance

<table>
<thead>
<tr>
<th>Benefits</th>
<th>RRP</th>
<th>Individual</th>
<th>Business Lite</th>
<th>Business Premium</th>
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<tbody>
<tr>
<td>Future of Leadership 2020 Conference Ticket</td>
<td>$349</td>
<td>1</td>
<td>10</td>
<td>50</td>
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<tr>
<td>Future of Leadership Live Video Library</td>
<td>$680</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Future of Leadership Learning Hub</td>
<td>$2,000</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Latest in Leadership eNewsletter</td>
<td>$1,200</td>
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<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Bizversity Portal Access</td>
<td>$1,380</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>2x Live Stream Future of Leadership Masterclasses</td>
<td>$300</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>LEAD. Magazine Subscription</td>
<td>$100</td>
<td>YES</td>
<td>YES</td>
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<td>Closed LinkedIn Networking Group</td>
<td>Priceless</td>
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<td>YES</td>
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<tr>
<td>Bi-monthly Leadership Book</td>
<td>$210</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>Business Directory Listing</td>
<td>$500</td>
<td>-</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>The Luminary Dining Experience</td>
<td>$1,500</td>
<td>20% Discount</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>2x Hands Group Experiences</td>
<td>$6,990</td>
<td>-</td>
<td>15% Discount</td>
<td>YES</td>
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<tr>
<td>LEAD. Magazine advertorial</td>
<td>$2,000</td>
<td>-</td>
<td>Half Page</td>
<td>Full Page</td>
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<tr>
<td>Additional Memberships</td>
<td>$1,190</td>
<td>-</td>
<td>10% Discount</td>
<td>15% Discount</td>
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<tr>
<td>Boardroom Breakfast with Keynote Speaker (max 15 persons)</td>
<td>$10,000</td>
<td>-</td>
<td>-</td>
<td>YES</td>
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<tr>
<td>Business CSR Health Check</td>
<td>$12,000</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Future of Leadership Exhibitor</td>
<td>$8,000</td>
<td>-</td>
<td>-</td>
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<table>
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<tr>
<th><strong>RECOMMENDED RETAIL VALUE</strong></th>
<th><strong>$24,210.00</strong></th>
<th><strong>$65,100.00</strong></th>
<th><strong>$281,480.00</strong></th>
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<tbody>
<tr>
<td><strong>PAY BY THE MONTH</strong></td>
<td>$99.00</td>
<td>$1,083.00</td>
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<tr>
<td><strong>ANNUAL PAYMENT</strong></td>
<td>$1,190.00</td>
<td>$12,990.00</td>
<td>$79,500.00</td>
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<tr>
<td><strong>SAVINGS ON RRP</strong></td>
<td>$23,020.00</td>
<td>$52,110.00</td>
<td>$201,980.00</td>
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For more information head to: [www.futureofleadership.com.au/member](http://www.futureofleadership.com.au/member)
Deepen client relationships with a differentiated corporate hospitality strategy
Entertainment

People lead busy lives. Tickets to the Rugby or the Australian Open are still relevant, but teams spend half their time ringing round trying to persuade people to come. These days, people want to attend something that provides value to them, but where they can still have some fun and networking with industry peers and partners.

Businesses such as Nova Entertainment and oOH! Media are leading the way, hosting unique client hospitality experiences such as that at Future of Leadership, which seconds as a valuable professional development day for their key commercial and strategic partners.

THE VALUE OF THIS EXPERIENCE EXTENDS WELL BEYOND THE NEXT SALE. THE ULTIMATE GOAL IS BUILDING RELATIONSHIPS THAT YOU CAN’T PUT A PRICE ON!

We can shape shared experiences for your group which can include, but aren’t limited to:

- Discounted group tickets to Future of Leadership events
- Pre-event private breakfast
- Private group catering (conference breakouts)
- Personalised breakfast keynote address or post-event networking
- Private networking opportunities with speakers
- Speaker books and collateral
- Grouped, priority seating
- Skip the queues with pre-event registration
- Bespoke pre and post event communications
- Private afternoon workshop (regional events only)
- Personalised video message from Peter Baines, founder Hands Across the Water
- LEAD. magazine for all your attendees
- Future of Leadership /Hands Across the Water merchandise
- Post-event learning outcomes summary and workbook

“Always such a fabulous event- thanks so much for putting together the right amount of familiarity and difference. It’s a highlight of the working year!”

ATO Delegate
Get in Contact

Ready to join Future of Leadership in 2020?

I’d love to connect!

TARA JACKSON
Head of Sales and Marketing
HANDS GROUP
0420 717 201
tara.jackson@handsgroup.org.au
About Hands Across the Water

WE ARE A FOR-PURPOSE BUSINESS WITH ALL PROFITS UNDERWRITING THE OPERATIONS OF THE CHARITY, HANDS ACROSS THE WATER.

All of the children in our homes were created equal. Society stepped in and put limitations on what they could achieve. Society says they can’t get work because of medical conditions (HIV virus) or unable to attend school because of financial limitations.

At Hands, we believe every child deserves a life of choice, not one of chance.

For those in Thailand, the kids and communities whose lives are positively changed each and every day, we measure the impact of our work, not on the number of kids, not on the number of homes and not on the amount of money we raise. They can certainly be tangible measures, but the one metric we value most is the choices the kids have when it’s time to leave their home.

The Hands community, that works hard to generate the funds necessary to enable us to create a life of choice, often benefit more than they could ever imagine by supporting someone else. This often comes in the form of their participation in one of our incredibly popular shared experiences.

At Hands we work on the principle that supporting charity, as an individual or as a business should be good for you, not just those receiving the money. Personally, benefiting from your involvement in charity is not just a good thing it’s so often necessary for that long-term involvement.

The money that is raised and entrusted with Hands to bring about change is used to provide the lifesaving necessities for the kids in our homes and importantly it supports many families in an outreach program to keep kids out of our homes. We know the best place for kids when all things are equal is in a family. When that doesn’t exist, we provide a home for those kids, which really is just one big family.

100% of all donations go directly to the kids and communities that we support.

Learn more at www.handsacrossthewater.org.au.
Corporate Experiences

If you want deeper relationships with your current team or clients then you need to engineer shared experiences. Our corporate experiences in Thailand are a proven model for increasing engagement, loyalty and taking business relationships to another level.

The experiences provide many benefits to an organisation including sales and relationship building with clients, broadened horizons and changed mindset, and improved employee health, motivation and engagement.

Experiences can include:
- Leadership Program (Bangkok Slums & Baan Home Hug, Yasothon)
- 500km Bike Ride (Bangkok to Bann Tharn Namchai, Khao Lak)
- 80km Trek (Milford Sounds, NZ & Chang Mai, Thailand)

Talk to us about how we can build our your Employee Recognition programs as part of the Future of Leadership experience with once in a lifetime experience. Or take your corporate hospitality to new depths by building meaningful and lasting relationships built on the foundations of impact in shared experiences.

Click to watch: https://youtu.be/9sfOlMD4NR0

Click to watch: https://youtu.be/rr81xJ4wbPQ