



THE CEO INSTITUTE “CEO BRIEFING”

The CEO Institute delivers a range of forums specifically tailored for Chief Executives, to enhance leadership and management skills, improve business knowledge and increase the profitability of organisations.

The CEO Syndicate is a leadership and management development program for CEOs that has been operating successfully in Australia since 1992. More than 700 CEOs representing business organisations ranging in size from \$2 Million to over \$500 Million meet monthly in VIC, NSW, SA and QLD to share information and ideas enabling them to lead their organisations more effectively.

In addition to our syndicate program and as part of our value proposition we also hold four CEO Briefing events each year. These events have proved to be extremely successful and provide an exclusive opportunity to showcase your Company to the Members and guest of The CEO Institute.

SPONSOR BENEFITS (CEO Briefings & Special Events)

- ❖ Exposure to The CEO Institute membership and corporate guests. The majority of the attendees will be Chief Executives, Directors or Senior executives with general management responsibilities, representing organisations with turnovers between \$2M and \$500M per annum.
- ❖ Sponsor logo and sponsorship acknowledgment to be on invitations, to be sent to the 700 members and other corporate guests.
- ❖ CEO Briefing advertised (incorporating Sponsor logo) in “The CEO Report” distributed to 700 members Australia wide prior to the event.
- ❖ A list of attendees distributed to the Sponsor prior to the CEO Briefing for intelligence purposes only.
- ❖ Display of Sponsor logos and signage at the venue on the day.
- ❖ Brochures supplied by Sponsor can be distributed to each guest at the CEO Briefing.
- ❖ Sponsor Table to be made available for Sponsor & their guests (Max of 10).

- ❖ Opportunity for a Sponsor spokesperson to speak briefly (up to five minutes) at the CEO Briefing, timing to be mutually agreed.
- ❖ CEO Briefing posted on The CEO Institute's website. Notes from the briefing will have a shelf life of 12 months. Sponsor logo would accompany the notes.
- ❖ CEO Briefing advertised in CEO Online newsletter and CEO Online website with over 3,900 subscribers.

FURTHER OPPORTUNITIES

- ❖ Speaking opportunities at our Monthly Syndicate Meetings. (28 per month)
- ❖ Opportunities to build your brand awareness and create new opportunities for business development through a series of unique networking events.

Thank you for your interest in sponsorship opportunities with The CEO Institute. Our aim is to advance business relationships throughout our network and sponsorship of a CEO Briefing is an ideal promotional vehicle for your company.

For further information please contact:

New South Wales:	Jo McCorkindale jom@ceo.com.au or 02 9904 3744
Queensland:	Corinne Ross corinner@ceo.com.au or 07 3210 0447
South Australia:	Bob Shearer bobs@ceo.com.au or 08 834 9922
Victoria:	Kerry Nimot kerryn@ceo.com.au or 03 9885 5122

For national sponsorship information, please contact:
The CEO Institute Head Office
Jane Docherty janed@ceo.com.au or 03 9885 5122