

The CEO Institute has become the leading network of business leaders in Australia.

The CEO Institute has been providing the pathways to excellence in business leadership in Australia since 1992.

With more than 800 members nationwide, The CEO Institute delivers a range of forums for business leaders designed to enhance leadership skills, improve business knowledge and provide better professional and personal outcomes.

The monthly meeting forums of **The CEO Syndicate**®, **Transitional Leadership**™ and **CEOs On The Move**™ enable members to:

- ★ Meet regularly with their peers, share insights and exchange views on the issues that matter
- ★ Interact in a supportive and secure environment
- ★ Challenge their peers and be challenged by them to continuously improve their business life
- ★ Know they are not alone



In addition to **The CEO Syndicate**®, **Transitional Leadership**™ and **CEOs On The Move**™ programs, there is a range of events hosted by The CEO Institute, and supported by an Event Sponsor. These events foster communication and build rapport and trust with other members.

Events and networking

Business events are regularly hosted by The CEO Institute, and members have the opportunity to hear eminent speakers on topics of key interest. Members can attend at no additional cost. On occasion, members can invite guests (friends, partners or colleagues) to attend.

In addition, The CEO Institute offers members the opportunity to participate in social events where they can extend their networks in a relaxed social environment.

Event Sponsorship - Benefits

- ★ Premium exposure to The CEO Institute membership and corporate guests. The majority of the event attendees are Chief Executives, Business Owners, Directors or Senior Executives with general management responsibilities, representing organisations with turnovers between \$2M and \$500M per annum.
- ★ Inclusion of the Sponsor logo and sponsorship acknowledgment on the event invitation, to be sent to members and corporate guests.
- ★ Prominent display of Sponsor's logo and signage at the event venue on the day.
- ★ Brochures supplied by Sponsor can be distributed to each guest at the CEO Briefing.
- ★ A list of attendees can be provided to the Sponsor prior to the event, for intelligence purposes only.
- ★ Table(s) to be made available for representatives of the Sponsor, and their invited guests (maximum may apply).
- ★ Opportunity for a spokesperson of the Sponsor to briefly address attendees at the event, timing and duration to be mutually agreed.
- ★ Public acknowledgement of the Sponsor on The CEO Institute's web site.
- ★ Where The CEO Institute allows non-members to attend the event, it may be promoted on its affiliated web site, CEO Online (www.ceonline.com). Such promotion may include advertising in the CEO Online e-newsletter (which is distributed to approximately 7,000 recipients). In this instance, such promotion shall include acknowledgement of the Sponsor.



Additional Opportunities

- ★ Guest speaker engagement: The CEO Institute may source high-calibre guest speaker(s) from the Sponsor to present on an agreed topic at **The CEO Syndicate®**, **Transitional Leadership™** and/or **CEOs On The Move™** program.
- ★ The Sponsor may host a series of unique networking events, inviting members of The CEO Institute. Such events shall reinforce their brand reputation or enhance their brand awareness, and create opportunities for new business development.

Further information

Thank you for your interest in sponsorship opportunities with The CEO Institute.

Our aim is to advance business relationships throughout our network and event sponsorship is an ideal promotional vehicle.

For further information please contact the nearest state office of The CEO Institute:

New South Wales	Yvonne Howie	nsw@ceo.com.au	02 9904 3744
Queensland	Susan Forrester	qld@ceo.com.au	07 3122 4768
South Australia	Jeremy Harris	sa@ceo.com.au	0411 220 698
Victoria	Barry Westhorpe	vic@ceo.com.au	03 9885 5122
Western Australia	Ricki Hewitt	wa@ceo.com.au	08 9368 1687