



Disruptive Leadership Conference 2023

“Leadership By Technology and Design
Creating Future-Ready and Sustainable Organisations”



VIRTUAL SPONSORSHIP PROPOSAL

www.disruptiveleadershipconference.com
www.goblueconsulting.com



Go Blue Inc. is a Caribbean Management Consulting and Training Company located in Grenada. One of our goals is to help build leadership capacity, competence, and resilience in Caribbean organisations. We are also focused on helping organisations increase their productivity through enhanced employee experience to ensure they hire and retain top talent.

In 2019, we hosted our first Disruptive Leadership Conference (DLC), under the "Leadership Series" brand, which consists of the annual conference and a series of leadership workshops held throughout the year.

This premier leadership conference addresses the many leadership gaps and challenges we have observed and encountered in our work with various Caribbean organisations.

Since its inception, this conference has had a partnership with the University of The West Indies Open Campus, where participants will be recognized with certificates of participation and continuing education credit for attending the conference. This partnership continues for this year's conference.



OUR MISSION

The mission of Go Blue Consulting is to help organizations be profitable through their people, by delivering strategic, logistical, and technical consulting services that transform people and processes, through operations that deliver value, a team that continuously improves, a culture of integrity and generosity and contribution that enriches our community.



About this year's Conference

Theme

LEADERSHIP BY TECHNOLOGY AND DESIGN
Creating Future Ready and Sustainable Organisations."

The idea behind this theme is to explore how Caribbean leaders can adjust and adapt their leadership to deal with this constantly changing business landscape. Leaders need new tools and different mindsets to be future-ready and meet today's leadership challenges.

The DLC is designed so that attendees can learn lessons and take inspiration from those companies who are seizing the moment and positively disrupting their space.

Strategic Partner

Since inception, we have successfully partnered with the University of the West Indies Open Campus to give DLC participants a Certificate of Participation with Continuing Education Credits.

Who Will Attend?

Our conferences attract CEOs, C-Level Executives, Directors, Senior Managers and leaders from government and academia because we provide effective and innovative strategies to deal with the current leadership challenges.





Why partner with us?

Go Blue Inc. presents an extraordinary sponsorship opportunity that will elevate your company's visibility and impact. With a proven track record of curating and delivering high-impact content and resources for leaders, we have been transforming industries year after year.

Sponsorship doesn't just offer visibility; it grants you exclusive access to our niche demographic of industry leaders. These influential decision-makers, who may have been out of reach until now, eagerly await the opportunity to discover your innovative products and solutions.

By seizing this sponsorship opportunity, you position your brand at the forefront of their attention, gaining unparalleled exposure and forging lasting connections.

“ Testimonials:

“Learning through hands-on and interactive engagement is more than rewarding. You get to be included in rich conversations and meet knowledgeable people who plant lifetime and valuable nuggets. Go Blue provided that type of platform for persons like me. I was truly enriched.”

- Eartha Carey, Government of St. Kitts

“Very interactive conference that allowed the mind to be triggered in a positive and uplifting way.”

- Adrian Vanegas, Bowen and Bowen, Belize

Conference Format



This year, we are introducing an innovative hybrid event format, combining the best of virtual and in-person experiences. Our dynamic face-to-face sessions will be held at the Trinidad Hilton and Conference Center on November 16-17, 2023, from 8:30 am to 4:00 pm on both days.

Bringing our Caribbean leaders together for two days of learning, fun and immersion

4
Masterclass
Sessions

8
Expert
Speakers

2
Full Days

200
Attendees



Conference Host

Dr. Terri Karelle Reid,

Media Entrepreneur & TEDx Speaker

Past Speakers:

Some of our past speakers have included:



SIR HILARY BECKLES
Vice Chancellor of the UWI



MR. PAUL BRUNSON
*Serial Entrepreneur, Television
host, & Columnist*



PROFESSOR PALOMA MARTIN
*Vice Chancellor University of
Guyana*



MR. PATRICK HYLTON
*President and Group CEO NCB
Financial Group*



MR. STEDMAN GRAHAM
*CEO of Stedman Graham and
Associates*

Topics

We achieve our conference objectives by asking regional leaders who have excelled in their industry to be speakers, so that other leaders can learn from them. We also include no more than two North American or United Kingdom speakers, to bring a global perspective. As a result, the DLC has earned a reputation for bringing a new and different type of leadership learning to our leaders.

Some our topics this year, include:

- Sustainable Future, Driven by Technology and Design
- Organizational Culture and Climate
- Developing strategic leadership capabilities
- Leader's role in Innovation
- Resilience & Reinvention
- Digital Disruption
- Balancing people and profit
- Leadership challenges and barriers
- HR Rewired – An end-to-end approach for retaining top talent
- Performance Leadership

Marketing The Conference

To ensure maximum attendance at the conference, the event will be promoted through:

- Our website <https://disruptiveleadershipconference.com/> (enabled for registrations and online payments)
- Direct mail to business leaders and to business associations/organisations
- Our Media Partners
- Social media platforms - Facebook, Instagram, YouTube and LinkedIn
- Public Relations activities

Previous Sponsors of the Disruptive Leadership Conference:

- Guardian Media
 - Angostura
 - Hubbard's (Grenada)
 - RHICS Technology (UK)
 - Grenada Cooperative Bank Limited
 - Ariza Credit Union (Grenada)
 - Real Value IGA Supermarket
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The DLC has enjoyed excellent media coverage in the past, as follows:

- DISRUPTIVE LEADERSHIP CONFERENCE 2021 - Trinidad Guardian
- Disruptive Leadership Conference 2023, Masterclass Leadership Series – Georgetown Chamber of Commerce & Industry (gcci.gy)
- DISRUPTIVE LEADERSHIP CONFERENCE 2021 Puts focus on the Impact of Stress and Burnout - CNC3
- <https://guyanachronicle.com/2023/06/22/gcci-endorses-disruptive-leadership-conference/>
- <https://www.inewsguyana.com/stedman-graham-hosts-leadership-masterclass-in-guyana/>



SPONSORSHIP PACKAGES

There are 2 tiers of sponsorship available:

- Platinum Sponsor USD \$3000
 - Gold Sponsor USD \$1500
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Platinum SPONSOR

(1 spot available) You will receive:

- Branding of Sponsor's logo on virtual platform's:
 - Registration page (linked to website)
 - Reception page
 - Main Stage Banner/Background
 - Breakout Session Banner for branded rooms (e.g. sponsored breakout sessions)
- Virtual Booth
 - Static content (videos, images, links) with live chat
 - Live video interaction/discussions
- Logo and link on the conference website's virtual sponsor section
- 3 Virtual Registrations
- 30-second promo video or an animated clip before each keynote session
- Full-page placement in the Conference Magazine
- Online voucher or coupon code giveaway opportunities
- Attendee list
- Speed Networking Opportunity (matching of sponsors with attendees for 3-minute sessions)

SPONSORSHIP PACKAGES

Gold SPONSOR

(3 spots available) You will receive:

- Branding of Sponsor's logo on virtual platform's:
 - Registration page (linked to website)
 - Reception page
- 1 Virtual Registration
- Logo and link on the conference website's virtual sponsor section
- Quarter page placement in the Conference Magazine
- 15-second promo video or animated clip after each keynote session





"The conference was well executed. Go Blue Consulting provided a platform that allowed participants to be FULLY interactive. I felt as if I was physically present with the other participants. I would encourage anyone to use Go Blue Consulting for future conferences."

- Roneisha Williams

For sponsorship enquiries and information



Email: sponsorgobblue@gmail.com

Website: www.disruptiveleadershipconference.com

Sponsorship Guidelines

I. Logos will appear in all marketing material and digital media, based on the order in which we receive confirmation of your participation as a sponsor.

II. Sponsors are asked to note that only one logo per sponsor is permitted. This also applies to Partner Sponsors.

III. Any updates/changes to logos after the initial submission, will attract a USD\$100 fee.

IV. Sponsors' exhibition staff are not eligible to access the main conference without separately registering and paying to attend.

V. Confirmation of sponsorship must be made on the Sponsorship Confirmation Form on our website and should be emailed to sponsorship@goblueinc.net. On completion and submission of the Confirmation Form, an invoice will be sent to you; this will serve as a binding contract. A payment of 50% of the total cost is required to secure your sponsorship position within 30 days of the date on the invoice. The balance is due at the end of the following 30 days.

VI. Cancellation Policy: If a Sponsor cancels or changes the sponsorship category after an application has been accepted, they must immediately inform Go Blue Inc. in writing and shall become liable for the following cancellation/reduction charges: -

- 25% of the total value if the cancellation is made on/before September 1, 2023
- 50% of the total value if the cancellation is made between September 2 – September 30, 2023
- 100% of the total value if the cancellation is made after October 1, 2023

Please note that costs would have already been incurred by the dates above and must be covered by these fees.

VII. The Sponsor is responsible for submitting all logos in high-resolution Adobe Illustrator (AI) or high-resolution PDF format, upon confirmation of your participation as a sponsor, in order to be included in the conference agenda or printed collateral. In cases where confirmation of sponsorship is made later than 7 weeks (about 1 and a half months) before the date of the event, please note that your logo may not be in one or more of the marketing campaigns. Kindly note that in order for us to add your logo to our website, your logo should be submitted within one week of confirming your sponsorship status.

VIII. All video spots must be submitted at ready-to-air length:

- Duration: 15/30 seconds
- Video Codec/Format: h264.mov
- Frame Rate: 30/29.97-fps
- Sound: Audio Embedded and HD Video Pixels:1920x1080



THANK YOU

GO BLUE INC

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Trinidad Hilton and Conference Center

November 16-17, 2023