



How We Work

March 4-5, 2013

Atlanta, GA

SUMMARY

How We Work is a 2-day interactive and outcome-focused experience to be held March 4-5, 2013 in Atlanta. The event will draw together professionals involved in the strategic design and management of where and how people work for the purpose of improving lives by promoting modern ways of working.

Specifically, **How We Work** will give participants the opportunity to choose and discuss topics that are most relevant to them, while introducing them to successful people-centered approaches to workplace strategies.

Participants will:

- Get involved. Take an active role in choosing session topics and creating shared beliefs.
- Get energized. Share new ideas and new approaches to solving problems through interactive discussions and networking.
- Make friends. Create new and meaningful relationships in an intimate conference environment.
- Be heard. Anyone who wishes to contribute will have an opportunity to do so.
- Be valued. Each participant will be identified by a first-name-only badge to promote the free exchange of ideas.
- Make a difference. How We Work will give a percentage of its net profits to a workplace related cause.

Attendees

How We Work will target those professionals who are responsible for the strategic design and management of where and how people work, including: workplace professionals, corporate real estate professionals, facilities managers, HR professionals, organizational designers, workplace architects and workplace environment strategists.

Offerings

- Pre-event and on-site group participation opportunities
- Content opportunities
- Highly interactive and discussion-based sessions
- Topics supporting people-centered workplace strategies

SPONSORSHIP INFORMATION

Event Highlights

- First event of its kind to bring together multiple industries and roles around the single purpose of advancing modern ways of working to benefit the individual.
- Supported and influenced by the How We Work group of global professionals.
- Unique format inspired by peer conferencing, TED-style programming, the identification of shared values and the creation of a working application of theories.
- Designed to inspire, equip and mobilize professionals through pre-event discovery, on-site exploration and post-event application.
- Maximum attendance of 100 supports the development of real collaboration and meaningful relationships.

Shared Values, New Audiences, New Ideas, Intimate Gathering

- Creating shared values with your market is the ultimate goal of any marketing/sales effort. The How We Work experience is an excellent opportunity for sponsors to get on the ground floor with potential clients around the advancement of a common cause. New relationships can be formed with highly motivated, passionate professionals.
- Sponsors of the How We Work experience will be exposed to a broad audience. Marketing efforts will target leaders of organizations who want to learn more about the benefits of modern workplaces to HR, CRE and Workplace practitioners who are managing how and where people work.
- The intimate, non-threatening environment set within a unique venue is designed to promote trust, sharing and creativity perfectly suited to create meaningful and impactful relationships with your audience.
- Current How We Work group members from the following companies and growing daily: Oracle, Nokia, Microsoft, Intel, Logica, Apple, Proctor & Gamble, Royal Bank of Scotland, Bank of America, Hewlett-Packard, U.S. Department of State and more.

Event Outreach and Marketing Strategy

- How We Work global group of professionals (http://lnkd.in/dB_9Va)
- Social media and direct marketing strategy
- Advocacy and alliances
- Media outreach and noteworthy activities

Audience Engagement

- Pre-event discovery and engagement
- On-site exploration and development
- Post-event application and advocacy

SPONSORSHIP OPPORTUNITIES

The **How We Work** experience offers a number of valuable sponsorships to strengthen your brand positioning and generate clear results. We welcome collaboration and we invite your innovative ideas to create a customized sponsorship that will be memorable and achieve your goals. Each opportunity is “exclusive” and will allow you to get to know others in a unique environment. Let’s work together to maximize your investment!

Website Sponsorship \$8,000
(www.howweworkgroup.com)
Skyscraper Banner on Experience Pages includes links to your site

Transportation \$6,500
A high level touch from area hotels to venue

Lanyards \$6,500
Name badges that are visible to all and create an immediate impression

Goody/Gift Bag \$5,000
Given to attendees on arrival with essential items for those away from home
(*Sponsor covers all items, delivery and misc. costs.*)

Program \$5,000
The essential HWWE agenda and information. Your advert on back cover

Notebook or Binder \$5,000
Your logo etched into the inside cover and the HWWE logo on the front

Lounge \$4,000
Create a unique environment for all to relax and allow one-on-one contact
(*Sponsor covers all items, delivery and misc. costs.*)

Welcome Reception \$7,000
Offsite or at the venue

General Session \$6,500
Bringing everyone together for the first time to hear chosen speakers

Luncheon \$5,000
A casual luncheon to discuss the morning’s activities

Award \$5,000
Award selection group and judges to determine selection criteria and winner awarded on-site

Opening Interactive Sessions \$5,000
Start the day’s events with introductions and topic selections

Introspective Experience \$4,000
Help attendees get introspective during quiet writing time

Sponsor Benefits Include:

- One (1) full registration
- Recognition and thank you
- Recognition on event website
- Logo in Program
- Post-event attendee mailing list

**Sustainable products preferred.*