



TALENT AGENDA SERIES

Africa's Talent Community

TALENT AGENDA SERIES 2020

CONNECTING WITH AFRICA'S
TALENT DECISION MAKERS

CONNECTING YOU TO 40,000 C-SUITE AND
HR DECISION-MAKERS ACROSS AFRICA

WHAT IS THE TALENT AGENDA SERIES?

Africa's talent decision makers gather at the Talent Agenda Series to discuss and debate the future of human capital across the continent. Through a series of panel discussions, keynote addresses, workshops and presentations, business and HR leaders explore ways to unlock and enable the power of Africa's talent. Talent Agenda Series events are a peerless opportunity to meet with business leaders, learn from global experts and position your company alongside Africa's innovators.



40,000

Business and HR Leaders connected



1.5M+

Annual Website Visitors in Africa



600,000

Registered African Professionals



300,000

Engaged Email Subscribers



300,000

ABC¹ readership across Africa



250,000

African Social Media Connections

TALENT AGENDA SERIES 2020

WEST & CENTRAL AFRICA REGIONAL CONFERENCE

LAGOS, NIGERIA
20TH - 22ND APRIL 2020

Supported by CIPM in Nigeria, two hundred HR and business leaders from multiple sectors across West and Central Africa, encompassing the ECOWAS region and beyond, will gather to discuss capacity building and the critical need to develop skills for cross-border and regional development.

EAST & SOUTHERN AFRICA REGIONAL CONFERENCE

NAIROBI, KENYA
8TH - 9TH SEPTEMBER 2020

Entering its fifth year, this market-leading conference has seen us most recently partner with the IHRM in Kenya to deliver training programmes for HR leaders alongside key market trends affecting the East & Southern region, across the COMESA area and beyond.

TALENT AGENDA SERIES IN FOCUS: UGANDA

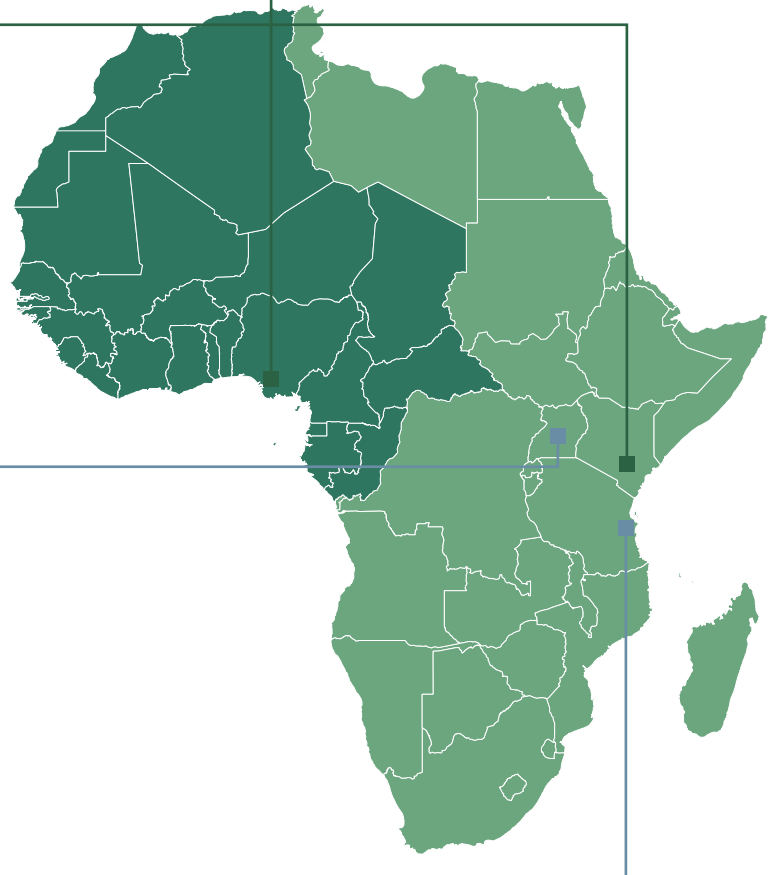
KAMPALA, UGANDA
25TH FEBRUARY 2020

Global Career Company is proud to launch its first Talent Agenda Series in Focus event in Uganda. The event is a focused series of discussions and workshops aimed at optimising the talent across Uganda.

TALENT AGENDA SERIES IN FOCUS: TANZANIA

DAR ES SALAAM, TANZANIA
27TH FEBRUARY 2020

Continuing our innovative *In Focus* events, Talent Agenda Series moves to Tanzania to explore the people challenges facing Tanzanian businesses. Through panels, workshops and keynote talks, we will explore how talent can foster growth in the country.



For more information visit
talentagendaseries.com/events

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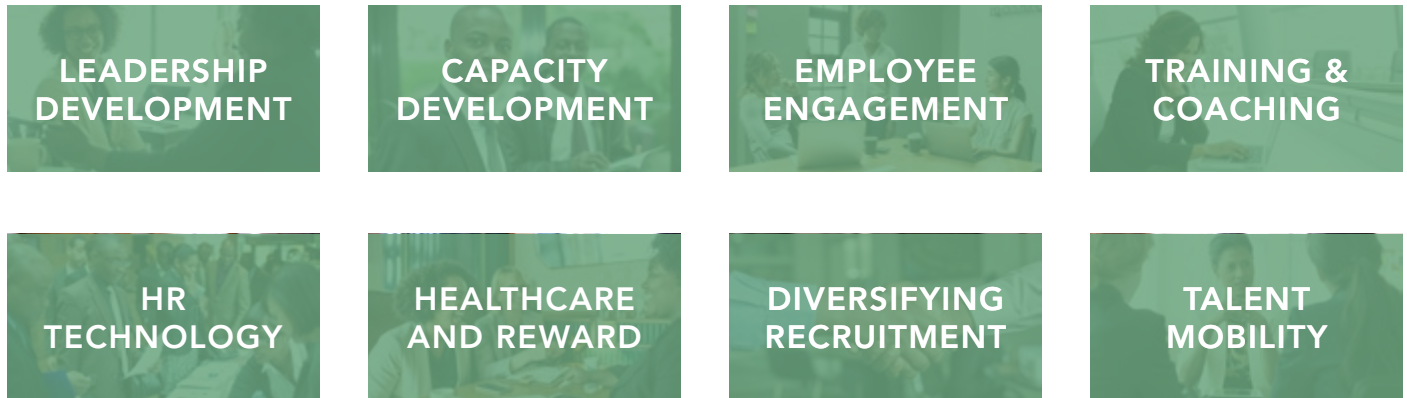
“Far exceeded our expectations. This is the leading platform in the region for us to promote our consulting offer.”

Practice Lead, KPMG People and Change

”

SHAPING THE HUMAN CAPITAL DISCUSSION

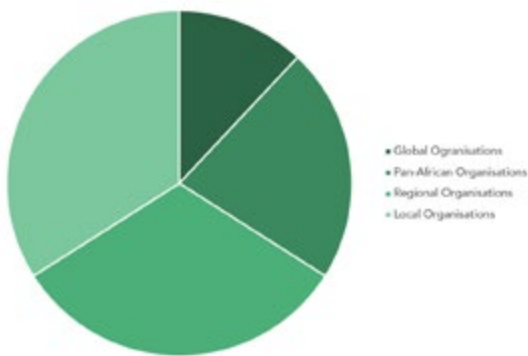
Talent Agenda Series discussions across our conferences, webinars, digital community and our media platforms cover a vast array of human capital themes. We combine the core talent topics affecting all organisations with regionally and market-specific discussions of the moment championed by our community of HR and business leaders. The 2020 conferences and *In Focus* events explore the Employee Experience, with topics including;



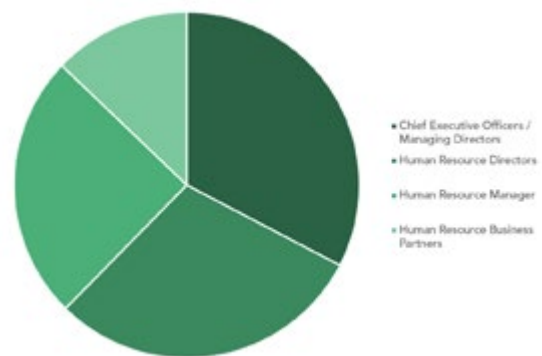
AUDIENCE DEMOGRAPHICS

The pan-African network of HR and business leaders who make up the audience for the Talent Agenda Series represent a wide variety of local, regional and international businesses and other organisations.

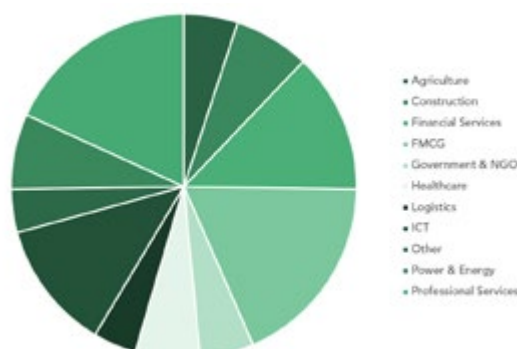
JOIN AN AUDIENCE OF GLOBAL, MULTINATIONAL, REGIONAL AND LOCAL ENTITIES



CONNECT WITH A PAN-AFRICAN NETWORK OF HR AND BUSINESS LEADERS



GAIN ACCESS TO A DIVERSE GROUP FROM THE WORLD'S FASTEST GROWING MARKETS



PARTNERING FOR SUCCESS

The Talent Agenda Series platform provides structured and practical engagement opportunities with the community of business and HR leaders responsible for shaping Africa's major employers. They are looking for tools, insight, networks and solutions to effectively develop, retain, attract and manage the talent needed to make their ambitions a reality. Connecting with this community provides measurable value for partners.

The Talent Agenda Series is a cost-effective and time-effective opportunity to meet your business development needs, specifically:

- Showcase your service solutions
- Lead generation
- Thought-leadership positioning
- Brand awareness
- Relationship nurturing
- Brand building and awareness
- Engage government, multilateral, inter-government and corporate organisation stakeholders

Implemented as a core element of any pan-African marketing and business development strategy, the Talent Agenda Series is proven to reduce client acquisition costs, shorten sales cycles and build brand awareness.

PARTNER BENEFITS

- Access to the most senior-level decision-makers responsible for HR systems, training and development, recruitment and the entire human capital ecosystem within their organisations
- Bespoke campaigns to engage with business leaders and decision-makers
- The opportunity to promote services and position as a thought leader at events where key challenges are being discussed
- Be part of Africa's pre-eminent capacity development community.

APPROACH

- Understand your growth objectives and target markets
- Map the key employers your solution must reach
- Plan multi-channel campaigns across the Talent Agenda Series
- Deliver consistent decision-maker engagement to create multiple touch-points
- Position your solution as a best-in-class thought leader
- Fill your sales pipeline with leads
- Underpin the sales process with continued prospect engagement.

"We will always support what we know is a market-leading initiative. 3 years now and look forward to more."

Senior Business Development Manager, Hogan Lovells

CONNECTING YOUR OFFER TO OUR AUDIENCES

BUSINESS DEVELOPMENT OPPORTUNITIES

- Benefit from networking opportunities with C-Suite, HR, business leaders, private-sector companies, intergovernmental and multilateral organisations, and other stakeholders
- Opportunities for scheduled bespoke or impromptu business meetings and market missions are also available and can be facilitated through our CEO or Managing Director in any location
- Seek out potential support and funding for your projects whilst increasing your market exposure

EVENT OPPORTUNITIES

- Speak, exhibit and host at the Talent Agenda Series regional conferences
- Face-to-face engagement with a targeted HR and business leader audience at each conference
- Shape emerging human capital trends across the continent, whilst taking part in multi-stakeholder capacity development discussions through a range of different formats
- Showcase your solutions to support African organisations in human capital management

THOUGHT LEADERSHIP OPPORTUNITIES

- Through our partnership with African Business magazine, communicate your brand to a readership of 300,000 ABC1 professionals across Africa and the world
- Deliver compelling thought leadership content through a range of different formats including interviews, editorial and infographics formats
- Strengthen your advertising by having it positioned alongside relevant editorial content
- Leverage the strength of the Talent Agenda Series to amplify impact and increase engagement through curated content, webinars, podcasts and promotions

"It was a most enjoyable experience for me to share my own experiences while also learning from those of the other panellists and the attendees."

Head of Human Resources, African Export-Import Bank

"Great to be partnered; we look forward to next year."

Senior Business Development Manager, Hogan Lovells

PARTNERSHIP PACKAGES

OVERVIEW OF PARTNERSHIP PACKAGES					
		PLATINUM	GOLD	SILVER	EXHIBITOR
CONFERENCE DELEGATE PASSES	Employee Delegates	Unlimited	4	2	2
	Client Discount	50%	30%	20%	
	Conference Presentation	1	1		
	Conference Panels	1	1	2	
	Conference Workshop	1			
THOUGHT LEADERSHIP OPPORTUNITIES	Webinars	1	1		
	Full page advert and editorial content in Talent Matters, the Human Capital Supplement in African Business Magazine	✓			
EXHIBITION SPACE		16m ²	12m ²	9m ²	6m ²
BRANDING OPPORTUNITIES: LOGO	TAS Website	✓	✓	✓	
	Conference Programme	✓	✓	✓	
	Conference Signage e.g. Banners	✓	✓	✓	✓
	Pre and Post Event Marketing	✓	✓	✓	✓
BRANDING OPPORTUNITIES: OTHER	Company Profile in Programme	✓	✓	✓	
	Advert in Programme	Full	Full	Half	Half
NETWORKING OPPORTUNITIES	Sponsored Lunch Table	✓			
	Private Meeting Space	✓			
FEE PER REGIONAL CONFERENCE		\$50,000	\$35,000	\$20,000	\$10,500
FEE PER IN FOCUS EVENT		\$14,500	\$10,500	\$7,500	\$5,000
ADDITIONAL SPONSORSHIP OPPORTUNITIES					
SPONSORED ITEM	REGIONAL CONFERENCE FEE		IN FOCUS EVENT FEE		
Networking Coffee	\$15,000		\$6,500		
Event Wifi	\$10,000		\$6,500		
Networking Lunch	\$20,000		\$7,500		
Networking Drinks	\$10,000		\$7,000		
Event Lanyards/Badges	Both Events: \$20,000 Individual Event: \$12,000		Two Events: \$6,000 Individual Event: \$3,500		
TALENT MATTERS: THE HUMAN CAPITAL SUPPLEMENT	One page editorial plus one full page advert	\$12,500			
	Two pages editorial plus one full page advert	\$19,500			
	Four pages editorial plus one full page advert	\$26,000			

For more information:

www.talentagendaseries.com

+44 (0) 208 834 0358

joao.oliva@globalcareercompany.com

"After years of building deep relationships with Africa's leadership community via our recruitment and insight services, it was a natural step for Global Career Company to create the Talent Agenda Series. Through this platform, we bring together our community of HR solutions providers, corporate C-Suite leaders, MDBs, DFIs, IGOs, NGOs, executive education, African think-tanks, and relevant governmental contacts for the benefit of improving human capital across Africa. With this platform created, it only remains for the world's leading people solutions and capacity development providers to join the conversation and lead the Talent Agenda."



*Rupert Adcock, CEO,
Global Career Company*



GLOBAL CAREER COMPANY

Unlocking the Power of Africa's Talent

Global Career Company is a specialist talent solutions partner to over 550 multinational, regional and local companies across Africa. Combining international perspectives with regional understanding we provide a range of solutions to help employers unlock Africa's human capital potential.

After years of building deep relationships with Africa's HR and business leadership community via our recruitment and insight services, it was a natural step for us to create the Talent Agenda Series.

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