

Two vibrant macaws with yellow, blue, and red feathers are perched on a wooden branch. They are facing each other, with one slightly ahead of the other. The background is a soft, out-of-focus blue.

THE LEADING COACH / THE  
COACHING LEADER

—  
FROM INTERPERSONAL  
ENERGIES TO PERSONAL  
MASTERY

SPONSORSHIP OPPORTUNITIES

THE HENLEY CONFERENCE IN EXECUTIVE COACHING

FRANKFURT, 30 SEPTEMBER 2021

# The benefits of supporting this conference

## The topics

The conference programme aims to inform and engage interactively with the audience to build skills and develop global coaching practice for professional coaches. Linking up with contemporary leadership research the conference explores the interface between organisational leadership and coaching approaches for mutually beneficial results up to governance levels.

Our speakers will share their knowledge and skills in many areas of coaching and leadership with the audience. Topics are wide-ranging and include:

- The future of the coaching profession in Europe and beyond
- Executives, leadership and coaching
- Organisational energies and the future of leadership
- Governance and leaders as role models for optimal performance
- Systemic coaching and its benefits
- Solution-focused coaching
- Insights into coaching research

## Looking for further coaching resources, events and webinars?

The **Henley Centre for Coaching** offers individual and corporate membership with benefits that include peer networking and CPD activities along with access to many resources worldwide.

## The categories

Choose a category that best suits your needs and provides you with the benefits you deserve

- Our metal categories clearly give you the best return on your investment by not only granting you exquisite visibility but also give you something lasting: new skills, capabilities and university education for you and your team.
- Depending on your chosen category you may send 2 to 4 people to a world-class Henley taught programme in Germany.
- By engaging with this conference therefore you will gain a long-lasting benefit for your professional future.
- Further categories include direct returns on visibility onsite at the conference and are valuable placements in prominent areas.

## Talk to us about a bespoke sponsorship, designed for your organisation

The most effective way to engage with your audience may be a bespoke sponsorship package, designed in collaboration with, and executed specifically for your organisation.

## Please contact us to tell us what you are looking for and how we can support you to maximise the potential of your engagement.

You can direct all your inquiries to Christoph Raudonat, Director of Henley Business School in Germany. Email: [chris@henleybschool.de](mailto:chris@henleybschool.de)

## Our speakers

The Henley Coaching Conference 2021 in Germany is proud to present a first-class line up of accomplished and engaging speakers. So far confirmed are:

Kristen Dierolf, president ICF Germany

Prof. Jonathan Passmore, director Henley Centre for Coaching

Prof. Siegfried Greif, University of Osnabruck

Prof. Bernd Vogel, Henley Business School

Prof. Andrew Kakabadse, Henley Business School

Dr. Stephan Dahl, New University of Lisbon

Prof. Dr. Eva Maria Graf, Alpen-Adria University

Dr. Carsten Schermuly, SRH Hochschulen, Berlin

Our speakers have written many popular coaching books and published academic articles. They continue to publish in leading management journals and contribute at conferences worldwide.

Their research informs and challenges practice, teaching, events and programme design, keeping global coaching practice at the cutting edge.

# GOLD SPONSORSHIP

**Value: €20.000**  
**exclusive for 1 sponsor**

## The benefits

**This exclusive category is specifically designed to give you a maximum return on your investment, while ensuring that you maximise your visibility at the same time. It is the most prestigious category that deserves extra recognition.**

Your funds will go towards:

- keeping registration rates affordable
- enabling the conference to take place in an outstanding venue for excellent networking in a healthy and safe environment
- supporting the organisation to source first-class speakers

You will get:

- 4 free conference tickets
- 2 free places on the Henley Post Graduate Certificate in Leadership programme in Hamburg (programme start November 2021) or Munich (programme start January 2022)
- table top exhibition space
- exclusive logo & URL placement on prominent locations on conference website
- exclusive logo & URL placement on conference banner on location
- special mention and 'thank you' during intro and outro of the conference



### Contact:

**Christoph Raudonat, Director Henley Business School, Germany**  
[chris@henleybschool.de](mailto:chris@henleybschool.de)  
**+49 (0) 151 205 23003**

# SILVER SPONSORSHIP

**Value: €15.000**  
**available to 2 sponsors**

## The benefits

**This category is designed to give you a solid return on your investment, while ensuring that you maximise your visibility at the same time. It is a shared category and available for 2 sponsors, non-exclusively, with extra recognition.**

Your funds will go towards:

- keeping registration rates affordable
- enabling the conference to take place in an outstanding venue for excellent networking in a healthy and safe environment
- supporting the organisation to source first-class speakers

You will get:

- 2 free conference tickets
- 2 free places on the Henley Professional Certificate in Executive Coaching (PCEC) programme in Hamburg or Munich (rolling intakes throughout the year)
- table top exhibition space
- exclusive logo & URL placement on prominent locations on conference website
- exclusive logo & URL placement on conference banner on location
- special 'thank you' mentioning during intro and outro of the conference

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# BRONZE SPONSORSHIP

**Value: €8.000**  
**available to 4 sponsors**

## The benefits

**This category is designed to give you a very valuable return on your investment, while ensuring your visibility at the same time. It is a shared category and available for 4 sponsors, non-exclusively, with extra recognition.**

Your funds will go towards:

- keeping registration rates affordable
- enabling the conference to take place in an outstanding venue for excellent networking in a healthy and safe environment
- supporting the organisation to source first-class speakers

You will get:

- 1 free conference ticket
- 4 free places on the Henley Board Skills programme, facilitated by Prof. Andrew Kakabadse in Hamburg (November 2021)
- table top exhibition space
- exclusive logo & URL placement on prominent locations on conference website
- exclusive logo & URL placement on conference banner on location
- special 'thank you' mentioning during intro and outro of the conference

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# OTHER CATEGORIES

## The benefits

These categories have been designed to directly support specific activities throughout the conference. You will enjoy great visibility at the venue and have a chance to engage with the audience directly.

### **Exhibition sponsorship - value: €750 per table: (available to 4 sponsors)**

Your funds will go towards:

- table-top surface to display materials, brochures, give aways

You will get:

- 1 free conference ticket
- logo & URL placement on conference website

### **Lunch break sponsorship - value: €3.000: (exclusive sponsorship position)**

Your funds will go towards:

- sponsoring the lunch break of the conference

You will get:

- 1 free conference ticket
- logo & URL placement on conference website
- logo placement 'with the support of...' at the lunch stations and at the tables

### **Coffee break sponsorship - value: €1.000 per coffee break: (available to 2 sponsors)**

Your funds will go towards:

- sponsoring a coffee break during the conference

You will get:

- 1 free conference ticket
- logo & URL placement on conference website
- logo placement 'with the support of...' at the coffee stations and at the tables

#### **Contact:**

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