

SPONSORSHIP OPPORTUNITIES

JOHN SPENCE SEMINAR

THE
RESULTS.
GROUP

Christchurch – March 25
resultsgroup.biz/events

 **searells**
BUSINESS IMPROVEMENT &
CHARTERED ACCOUNTANTS

The RESULTS Group

“Having spent 3 years using many, previously successful approaches, I had become increasingly frustrated at my inability to create real and ongoing change within the organisation. The company was stuck in a time warp, had a totally inward focused view and a culture of arrogance. We have subsequently worked with **The RESULTS Group** for over five years with very rewarding outcomes. The processes utilized, and the disciplines associated with them, have become part of the way we operate.” **Brian Warren – CEO, Isaac Construction**

For the past 20 years, **The RESULTS Group** has helped businesses to define and execute their marketing strategies by creating a laser like focus for all their employees regardless of position. They teach that a company can only move forward by the contribution from all members in ‘getting stuff done’.

The RESULTS Group helps companies to successfully work within a core framework called ‘The 5 Pillars of Execution’ which revolves around the key drivers of business success: Vision, Strategy, Accountability, Engagement and Cadence. Overarching these ‘5 Pillars of Execution’ is their Executive Leadership Framework, designed to grow the best business leaders in the world.

Their frameworks and expertise have been adopted by leading organisations across the globe and have been recognised by famous Academic institutions such as MIT in Boston. **The RESULTS Group** have shown thousands of companies how to develop and execute upon their strategy and can show you how to successfully navigate and lead change in your industry too.

As part of an outstanding business and executive coaching company, **The RESULTS Group** itself is made up of passionate people who want to help you make a difference. Their ‘Executive Leadership Programme’ develops business leaders that can build trust within their teams, foster innovation and collaboration. They develop and coach leaders, as well as inspire and motivate their teams, to achieve their company’s vision.

A very special thanks goes out to **The RESULTS Group** who are partnering with both John and Melissa to host what will be ‘a once in a lifetime’ Seminar for most.

Offices for **The RESULTS Group** can be found in Auckland and Christchurch, with supporting offices also in Australia and Canada.



Background

John Spence

"These are extraordinary times in our changing business world, so we're introducing an extraordinary business leader." The RESULTS Group



At the age of just 26, John Spence was named CEO of an international Rockefeller foundation, overseeing projects in 20 countries and reporting directly to the Chairman of the Board, Winthrop P. Rockefeller III. Three years later, Inc. Magazine's "Zinc Online" recognized him as one of America's up and coming young business leaders. John has twice been named by Trust Across America as one of the Top 100 Business Thought Leaders in America and has been recognized by that organization on their global list of the top 100 Thought Leaders in the area of "Trustworthy Business Behavior."

Affectionately referred to as the "Human Cliffs Notes" by many of his clients and friends, John is known for taking massive amounts of research combined with his personal hands-on experience to deliver timely, focused, results-driven programmes. For example, to create carefully customized workshops and presentations that reflect the newest research and most current thinking, John reads a minimum of 100 business-related books each year and listens to an additional 30-50 audio books, giving him an incredible depth and breadth of knowledge from which to draw.

John has served as "Executive in Residence" for the University of Central Florida's Technology Incubator; as a Special Advisor to the Rawls College of Business at Texas Tech University; as a lead instructor for the University of North Florida's Executive Education division; on the Board of Directors for the University of Florida's Center for Entrepreneurship & Innovation; as an advisor to the University of Florida's Leadership Development Institute and as a senior instructor at the Cornell University Leadership Development School.

John's mantra is 'making the very complex.....awesomely simple'. In consistently achieving this one objective, John lives and breathes a formula whereby Research + Real Life Experience + Passion = ROI (Return on Investment).

His work as a business advisor and executive educator has taken him on assignments to Hong Kong, Japan, Germany, Austria, Mexico, Latin America, the Bahamas, Canada and more.

"A day with John will change the way you see business forever." Ben Ridler



The Seminar

Question

What do Microsoft, IBM, Apple, Merrill Lynch, Pepsi, General Electric, Dominos Pizza, Fidelity Investments, the US Postal Service, FedEx Kinkos, Tropicana and so many other Fortune 500 companies have in common?

Answer

They all have employed John Spence to help them grow their business, people and culture.

Because of John's phenomenal success and dominance in the leadership, people, and strategic space, **The RESULTS Group** is bringing him back to New Zealand for one amazing seminar on 25 March 2015.

Regardless of how big your business is, **John will show you how to dramatically improve the success of your business** by becoming a highly effective leader, engaging your people, building a winning culture and sharing with you the key business strategies that the world's top companies are employing. John is a master at delivering research proven concepts in a highly engaging way. But what we really love about him is that he teaches these concepts in a way that is **easy to understand and easy to apply**. He will give **you all the tools, techniques and strategies you need to create dramatic, positive results in your business**.

This is John's **first workshop in Christchurch** and his **only New Zealand workshop in 2015**. Since John's visits to Auckland in 2012 and 2013, he has won three significant awards which have put him up there with the likes of Sir Richard Branson - CEO of The Virgin Group; Howard Schultz - CEO of Starbucks; and Tony Hsieh - CEO of Zappos. These awards include: **Top 500 Leadership Development Expert in the World, Top 100 Business Thought Leader in America and Top 100 Small Business Influencer in America**.

Melissa Clark-Reynolds

Being the youngest woman to attend university in New Zealand, Melissa has been incapable of doing anything but leading. She is widely recognised as an inspirational role model and entrepreneur who is a Professional Company Director and serial technology entrepreneur.

She has over twenty years experience in leading (mostly male) teams, and relishes the role. She is currently on the boards of Radio New Zealand, Software Education and Attitude TV.

Melissa believes in creating things that most of us can barely imagine are possible. She has the ability to create, motivate and build an organisation from 'potential' to successful. Melissa Clark-Reynolds will also be involved as a guest speaker during the John Spence Seminar here in Christchurch and will talk about coming to terms with the power of "Bossy".



Why Attend?

"What made John stand out was his ability to use real life examples of events and situations which made it personal and very effective." Paul Lloyd - CEO, Apollo Projects Group

- Learn how to dramatically improve the success of your business.
- Grasp critical business ideas in an engaging straightforward manner.
- Hear the newest research and most current thinking in the business world.
- Delve into a Seminar programme filled with relevant and useful examples.
- Receive proven tools to put your powerful ideas into action.
- Hear about actionable solutions to the problems leaders face in 2015.
- Educate yourself on how to attract and create more 'Voluntary Employees'.
- Get help with changing core strategies in your company and applying further innovation techniques.
- Establish new corporate relationships and build on existing ones as a captive audience who is your target market.
- Interact with people in a stimulating, positive and welcoming environment.

Who should attend?

"The best takeaway was he inspired my team to do better and left us with that challenge. I would recommend John Spence in any business training role." Graham Stevens, Managing Director, A1 Automotive Cooling

- Company CEO's and Senior Management
- Marketing, Business Development and Human Resource Teams
- Staff with Leadership Potential and Winning Attitudes
- Business employees wanting to be 'Awesome, not Average'

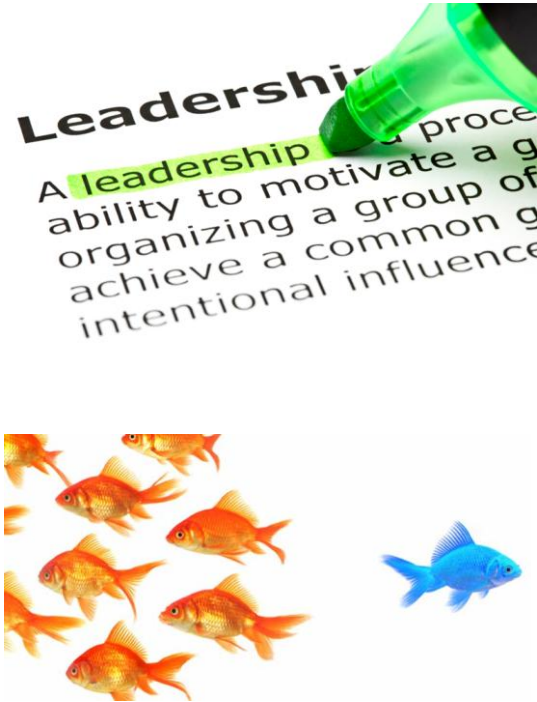
"A day with John will change the way you see business forever." Ben Ridler



Why Sponsor?

"Don't think of cost. Think of value!"

- Sponsorship helps to keep your brand front of mind, **cutting out your competitors** at every turn, cementing brand loyalty and thereby **increasing revenue**.
- Sponsorship in a Seminar type environment can **provide a one-stop-shop**, easily targeting those who are most interested (decision-makers) in your products and services within a closed environment.
- Targeted sponsorship can ultimately **save money in your budget** by not spending on excessive wages, as well as travel and accommodation costs around sales calls.
- Sponsorship also ultimately saves you (and your staff) **precious man power and time**.
- By aligning your company with this powerful educational experience, it will show your commitment **to assisting your staff's development** at a deeply personal level.
- Sponsorship provides an opportunity to consolidate and **manage corporate relationships** and allows your company's representatives to mix with like-minded professionals in a stimulating event.
- Sponsors will benefit from an interested, **relevant and influential audience** in an educational/social environment away from everyday distractions.
- Costs associated with Sponsorship are a **legitimate tax deductible expense** for your company.





The Seminar Venue

Christchurch's gracious lady.....

The Isaac Theatre Royal is Christchurch's 106 year old Historic Edwardian Heritage Theatre. The entire auditorium and foyer areas of the Theatre were rebuilt between 2012 and 2014, following the devastating earthquakes of 2011 which required deconstruction of those buildings within the red zoned areas. Significant heritage fabric was retained however, including the magnificent and original 1908 painted ceiling dome, the exterior façade and the 1928 marble staircase - amongst many other important historical features.

The Isaac Theatre Royal has been built to 100% of the new building code standards following the earthquakes and is regarded as one of the safest and most spectacular performing arts venues in Australasia.

Programme Overview

The **RESULTS Group** has partnered with John Spence to deliver a high value day of learning in Christchurch this March. Similar Seminars were held in Auckland during 2012 and 2013 which were attended by over 400 delegates each. The day will be one of learning new ideas, concepts and practical tools that can be applied immediately to your own business. Topics on the day include:

1. **Leadership**: Tools for leading effectively in a constantly changing environment and during uncertain times.
2. **Culture**: How to build a high performance culture that attracts and retains top employee talent. With a shortage of talent within companies always being a struggle, part of the solution is to leverage more potential from our woman leaders.
3. **Focussed Execution of the Strategic Plan**: How to get things done and cut through the 'business as usual' mentality. How to separate the urgent from the important and keep your focus.

In a recent survey of over 200 CEO's and senior leaders from across New Zealand, **The RESULTS Group** found that the above three topics were the most difficult challenges facing Leaders today. John (along with Melissa) will deliver the latest thinking and research that will assist in combating these concerns and will offer some highly practical tools to enable those attending the Seminar to take positive action in 2015 and moving forward.



Platinum Sponsor

\$10,000 + GST*Limited to one company*

A fantastic opportunity to be recognised as a major partner of the Seminar. Your brand will feature prominently throughout the event giving you plenty of time to convey your key messaging to the targeted audience.

- **Primary** name awareness on all promotional literature, ie. Seminar brochures, fliers, programme, advertising collateral and website.
- **Major** naming rights to the **Seminar lunch**, combined with **The RESULTS Group**.
- Logo featured on all advertising.
- 1 x Pull Up Banner on the Seminar stage (to be provided by the sponsor).
- 5 minute address to the Seminar delegates immediately prior to the lunch break.
- Feature of logo and acknowledgement of sponsorship level on official website.
- Link from Seminar website to platinum sponsor website.
- Logo on name badges, alongside **The RESULTS Group** logo.
- Primary logo awareness on Seminar handbook.
- Audio visual exposure of company logo during the Seminar.
- **Full page colour** advertisement in the Seminar handbook; **valued at \$1,000 + GST**.
- **6** complimentary tickets to the Seminar. This is **valued at \$4,777 + GST**.
- 1 x Pull Up Banner to be located in registration area (in foyer of Isaac Theatre Royal). This will then be relocated to the catering area.
- 1 clothed trestle table to be located in catering area for morning and afternoon tea.
- Access to delegate attendee list, excluding those delegates who request privacy.



Gold Sponsor

\$ 7,500 + GST

Limited to two companies

- **Secondary** name awareness on all promotional literature, ie. Seminar brochures, fliers, programme and website.
- Naming rights to Happy Hour, combined with **The RESULTS Group**. NB this may need to be shared with one other organisation.
- 5 minute address to the Seminar delegates at the Happy Hour.
- 1 x Pull Up Banner on a side of the theatre stage (to be provided by the sponsor).
- Feature of logo and acknowledgement of sponsorship level on website.
- Audio visual exposure of company logo during the Seminar.
- **Full page colour** advertisement in the Seminar handbook; **valued at \$1,000 + GST**.
- **4** complimentary tickets to the Seminar. This is **valued at \$3,180 + GST**.
- 1 x Pull Up Banner to be located in registration area (in foyer of Isaac Theatre Royal). This will then be relocated to the catering area.
- 1 clothed trestle table to be located in catering area for morning and afternoon tea.
- Access to delegate attendee list, excluding those delegates who request privacy.

Silver Sponsor

\$5,000 + GST***Limited to four companies (1 sold)***

- **Secondary** name awareness on all promotional literature, ie. Seminar brochures, fliers, programme and website.
- Naming rights to morning or afternoon tea, combined with **The RESULTS Group**. NB this may need to be shared with other organisations.
- 1 x Pull Up Banner at the back of the theatre stage (to be provided by the sponsor).
- Feature of logo and acknowledgement of sponsorship level on website.
- Audio visual exposure of company logo during the Seminar.
- **Black and white** advertisement in the Seminar handbook; **valued at \$500 + GST**.
- **2** complimentary tickets to the Seminar. This is **valued at \$1,590 + GST**.
- 1 x Pull Up Banner to be located in registration area (in foyer of Isaac Theatre Royal). This will then be relocated to the catering area.
- 1 clothed trestle table to be located in catering area for morning and afternoon tea.
- Access to delegate attendee list, excluding those delegates who request privacy.
- Opportunity to purchase a 5 minute speaking slot @ \$1,000 + GST at the beginning of a morning or afternoon tea. This is only available for Silver Sponsors and is limited to 2 organisations.

COMPANY INFORMATION

Company:

Postal Address:

Contact Person:

Position:

Phone:

Mobile:

Email:

Preferred Communication Method:

Phone

☐

Email

☐

SPONSORSHIP LEVELS

Platinum **SOLD** \$10,000 + GST ☐Gold \$ 7,500 + GST ☐Silver \$ 5,000 + GST ☐

SPEAKING SPONSORSHIP

Morning Tea \$ 1,000 + GST ☐Afternoon Tea \$ 1,000 + GST ☐

ADVERTISING OPTIONS

Outside back cover \$1,500 + GST ☐Inside back cover \$1,000 + GST ☐Inside front cover \$1,000 + GST ☐All three options \$2,750 + GST ☐Upgrade from Black to Colour Ad \$ 500 + GST ☐

TERMS AND CONDITIONS

Please return your completed form to secure your sponsorship to the contact detailed above. Allocation of space and speaking sponsorship will be made on a "first in first served" basis, with the exception of Platinum who will take priority.

To comply with all the obligations as specified under each level of sponsorship, it is the responsibility of each sponsor to provide appropriate material by the date(s) specified. Failure to meet the due date for payment may result in the cancellation of all or part of the obligations agreed between the parties.

PAYMENT

A confirmation letter and invoice will follow containing the detail of the agreement; payment is due within 14 days of the date displayed on the invoice. **The RESULTS Group** reserves the right to withdraw and/or re-allocate sponsorship if payment is not received by the due date.

CANCELLATION POLICY

After the official booking has been accepted by **The RESULTS Group**, if the sponsorship can be resold to another company, the sponsor will receive a full refund, less administrative fees of 20% of the total sponsorship. If not able to be resold, the sponsor will be liable to pay the following fees:

- ✓ 50% of the total sponsorship rate, if the cancellation request is received in writing before **20 February 2015**.
- ✓ 100% of the total sponsorship, if the cancellation request is received in writing after **20 February 2015**.

If, for reasons beyond the control of **The RESULTS Group** or the Seminar Organisers, the Seminar is cancelled, the sponsorship fee will be refunded after deduction of expenses already incurred.

The RESULTS Group reserves the right to charge interest on all outstanding debts or for any collection costs relating to outstanding invoices.