

TALENT AGENDA SERIES

Africa's Human Capital Platform

- Conferences & Forums • Digital Community • Media & Communications



Connecting you to 40,000 C-Suite and HR decision-makers across Africa

For more information:

www.talentagendaseries.com

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What is the Talent Agenda Series?

The Talent Agenda Series is Africa's human capital platform. Executive leaders and technical HR experts come together to share experiences and shape the future of human capital for Africa. The connections they make with each other and with key providers are game-changing.

Through interactive sessions and our online community, traditional media and face-to-face business development, the Talent Agenda Series offers an opportunity for human capital solutions providers to engage decision-makers across Africa.

The most powerful network for research and promotion



500,000+
Registered African
professionals



300,000+
Engaged email
subscribers



1.4 MILLION
Annual website visitors
in Africa



300,000 ABC¹
readership across
Africa



40,000+
Networked C-Suite and
HR leaders



250,000+
African social media
connections

Connecting Your Offer to Our Audiences

The Talent Agenda Series creates a platform for key stakeholders to connect and progress the human capital discussion via exceptional forums across the continent and a year-round online community.

Business Development Opportunities

- Sponsors and partners will 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 projects whilst increasing your market exposure

Event Opportunities

- Speak, exhibit and host at the Talent Agenda Series conferences and forums
- Face-to-face engagement with a targeted regional audience at each event
- Shape emerging human capital trends across the continent, whilst taking part in multi-stakeholder capacity development discussions
- Showcase solutions to support African organisations in human capital management

Online and Media Opportunities

- Through our partnership with IC Publications and African Business, and regional media partners, communicate your brand to a readership of 300,000 ABC1 professionals across Africa and the world
- Thought leadership and exposure to senior leaders creates compelling content, featuring a variety of interview, roundtable, editorial and infographic formats
- Position advertising for your employer brand and opportunities alongside content to amplify impact through social media, Talent Agenda Series online content, curated webinars and podcasts and community promotion
- Partner HR with corporate communications to illustrate employer brand, corporate affairs and CSR content which deliver multiple objectives for your business



Talent Agenda Series - Our 2019 Forums



A Global Career Company Initiative

TALENT AGENDA SOUTHERN AFRICA

A Global Career Company Initiative

14th - 15th May 2019, Johannesburg, South Africa

Returning for its sixth year and supported by IPMZ (Zimbabwe) and IPM (South Africa), Southern Africa's pre-eminent human capital conference brings organisations together to discuss the latest trends and techniques in human capital management. We look forward to hearing from the Southern Africa Development Community on its vision 2030 for human capital development. This year, session topics will include: 'Gender Diversity and Inclusivity in the workplace' as well as 'Fintech Creating a Competitive Advantage for Employers'.

TALENT AGENDA EAST AFRICA

A Global Career Company Initiative

17th - 18th September 2019, Nairobi, Kenya

Entering its fourth 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 for the region. Our audience can expect to participate in interactive workshops as well as hearing panels focusing on regional development and capacity development.

TALENT AGENDA WEST AFRICA

A Global Career Company Initiative

25th - 26th June 2019, Lagos, Nigeria

Supported by CIPM in Nigeria, two hundred HR and business leaders from multiple sectors across West Africa will gather to discuss capacity building and the critical need to develop skills for cross-border and regional development. This pivotal conference will also explore the role that technologies such as artificial intelligence, Fintech and blockchain will place on businesses and human capital in the coming years.

TALENT AGENDA FRANCOPHONE

A Global Career Company Initiative

19th - 20th November 2019, Abidjan, Côte d'Ivoire

Global Career Company is proud to launch its first Talent Agenda Series Francophone Forum, inviting two hundred of Francophone Africa's top human capital leaders to discuss regional development through communities like ECOWAS, public private partnerships and the challenges of promoting new business opportunities in a region often neglected by mainstream African investors.

Shaping the Human Capital Discussion in Africa

Talent Agenda Series discussions across our forums, 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.

CHANGE MANAGEMENT

LEADERSHIP
DEVELOPMENT

REWARD & BENEFITS

RECRUITMENT

EMPLOYEE ENGAGEMENT

PERFORMANCE
MANAGEMENT

DISRUPTIVE TRENDS

CAPACITY DEVELOPMENT

HR DATA ANALYTICS

MILLENNIALS

POWER OF PLACE

WORKPLACE CULTURE

EMPLOYER BRANDING

TALENT MOBILITY

FUTURE HR LEADERS

ORGANISATIONAL DESIGN

EXECUTIVE EDUCATION

PAYROLL & ACCOUNTING

TRAINING & COACHING

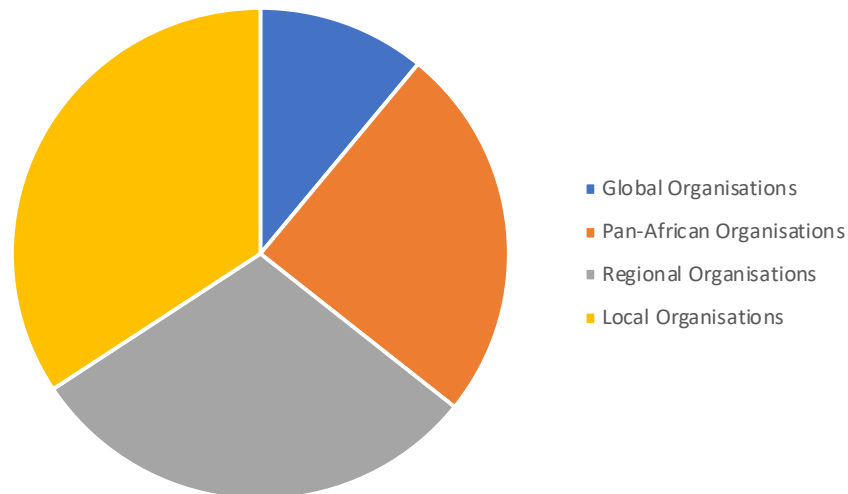
OUTSOURCING & SHARED
SERVICES

Audience Demographics

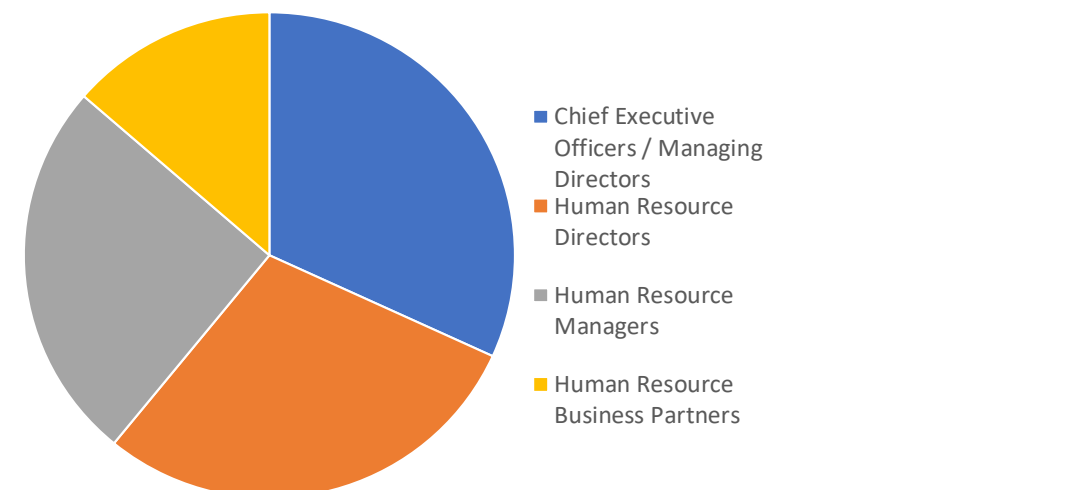
The pan-African network of HR and business leaders who make up the audience for the Talent Agenda Series represent a wide variety of local, regional and international businesses and other organisations.

Gain access to a diverse group from the world's fastest growing markets

Join an audience of global, multinational, regional and local entities



Connect with a pan-African network of HR and business leaders



Meaningful connections driving human capital decisions



A Global Career Company Initiative

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

Senior Business Development Manager, Hogan Lovells



"We have managed to meet many difficult-to-reach target clients and our presence in the market has grown and grown since developing our partnership with the Talent Agenda Series."

Willis Towers Watson



"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



"You truly have access to Africa's HR and business leaders through this Programme"

Managing Director, Africa and Middle East, TMF Group



"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



"We love these events. Great networking, great brand-building, great for next client engagement"

Managing Director, Gras Savoye East Africa



"The concept was brilliant and the partnership with sponsors was good. The topics were topical for those areas that concern HR practitioners."

Chief Human Resources Officer, 9 Mobile



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

Head of Talent Engagement, EABL (Diageo)



"Our pleasure to be associated with such an initiative"

Human Resources Director, Nigerian Bottling Company



Nigerian Bottling Company Ltd RC 902
(A member of Coca-Cola Hellenic Group)

Partners - Valuable Connections in Human Capital

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

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

Partnership Packages

PLATINUM PARTNERSHIP PACKAGE \$65,000

Unlimited delegate passes

50% attendee discounts for clients and colleagues

Official Website Platinum Sponsor Logo and hyper-link (large size, prominent position)

1 x double page advert in Event Programme

Pre-event promotion on website, in PR and marketing emails

Email invitations on your behalf to your delegate and VIP targets offering attendee discount

Brand logo on Programme, event banners and all marketing collateral

1 x exhibition stand space with table, chairs, power and WiFi (16sqm)

1 x plenary address, solo presentation or Chair (to be agreed with our Managing Director)

1 x panellist slot (to be agreed with our Managing Director)

Workshop exclusive content stream

1 lunch table to host Clients and VIPs

1 x email sent to attending delegates on behalf of your business

Full list of media attending the meeting

GCC to arrange up to five attending company introductions to your business

3 x sponsored webinars per year

Interview and 1 page advert in our quarterly human capital Special Report in African Business magazine

CONFERENCE EXHIBITOR PACKAGE \$10,500

2 x complimentary delegate passes

Pre-event promotion and marketing via website, PR and targeted emails

1 x half page advert in Event Programme

Brand logo on event banners and screens

Exhibition stand space with table, chairs, power and WiFi (6sqm)

OTHER BRANDING AND ADVERTISING OPPORTUNITIES ARE AVAILABLE ON REQUEST

GOLD PARTNERSHIP PACKAGE \$35,000

4 x complimentary delegate passes

30% attendee discounts for clients and colleagues

Official Website Gold Sponsor Logo and hyperlink (large size, prominent location)

1 x full page advert in Event Programme

Pre-event promotion on website, in PR and marketing emails

Email invitations on your behalf to your delegates and VIP targets offering attendee discounts

Brand logo on Programme, event banners and all marketing collateral

1 x exhibition stand space with table, chairs, power and WiFi (12sqm)

1 x plenary address, solo presentation or panellist (to be agreed with our Managing Director)

Post-event feature on website, in video and delegate email

1 x email sent to attending delegates on behalf of your business

GCC to arrange up to three attending company introductions to your business

2 x sponsored webinars per year

SILVER PARTNERSHIP PACKAGE \$20,000

2 x complimentary delegate passes

20% attendee discounts for clients and colleagues

Official Website Silver Sponsor Logo and hyperlink (large size, prominent location)

1 x half page advert in Event Programme

Pre-event promotion on website, in PR and marketing emails

Email invitations on your behalf to your delegate and VIP targets offering attendee discount

Brand logo on Programme, event banners and all marketing collateral

1 x exhibition stand space with table, chairs, power and WiFi (9sqm)

1 x panellist slot (to be agreed with our Managing Director)

Post-event feature on website, in video and delegate email

1 x email sent to attending delegates on behalf of your business

1 x sponsored webinar

About Global Career Company

"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



Get in touch

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16 Years of Unlocking and Enabling the Power of Africa's Human Capital