



TALENT AGENDA SERIES

Africa's Talent Community

# TALENT AGENDA SERIES

LEAD YOUR EMPLOYER BRAND  
& DEVELOP YOUR TEAM

THE VERY BEST AFRICAN HR PLATFORM FOR  
SHAPING THE TALENT AGENDA IN 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 explore the developments of the African talent agenda.



**200**

Up to 200 top HR and Business Leaders at every Conference.



**35%**

CEOs, MDs and GMs in Attendance



**54**

Attendees Representing All 54 Markets Across Africa



**42%**

Regional Listed Companies Represented



**53%**

Attendees Rebook to Bring Their Whole Team



**500,000+**

Employee Experiences Directly Impacted

# TALENT AGENDA SERIES 2020

## WEST & CENTRAL AFRICA REGIONAL CONFERENCE

LAGOS, NIGERIA

21<sup>ST</sup> - 22<sup>ND</sup> 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

8<sup>TH</sup> - 9<sup>TH</sup> 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.

## IN FOCUS FORUM: UGANDA

KAMPALA, UGANDA

25<sup>TH</sup> FEBRUARY 2020

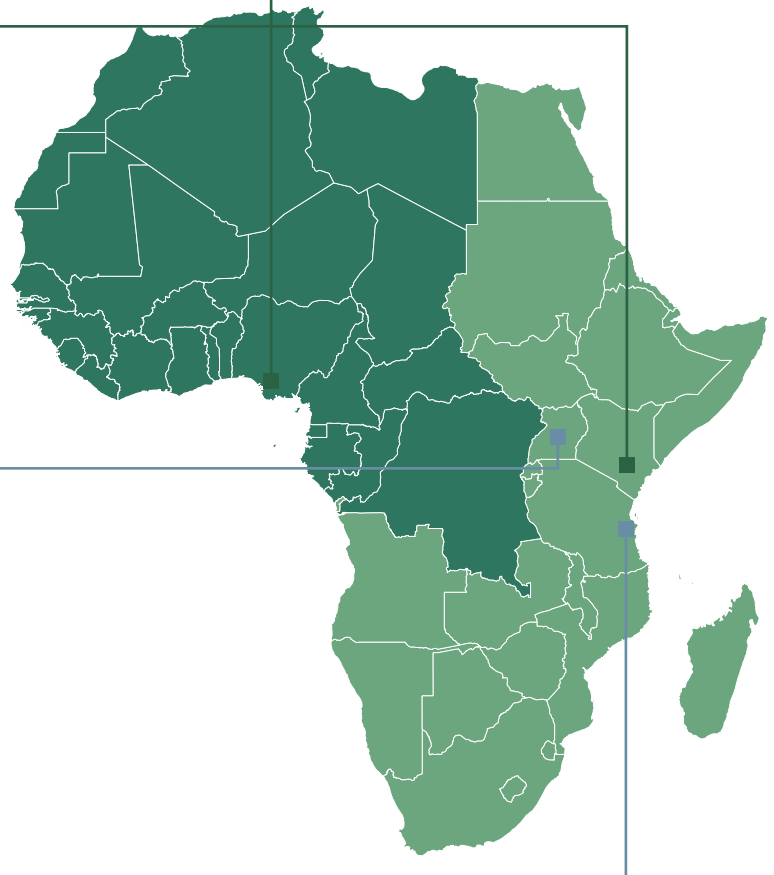
Global Career Company is proud to launch its first Talent Agenda Series in Focus event in Uganda. The event is a focused series of discussions and workshops aimed at optimising the talent across Uganda.

## IN FOCUS FORUM: TANZANIA

DAR ES SALAAM, TANZANIA

27<sup>TH</sup> 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.



“

“The Talent Agenda  
Series in changing  
Africa.”

Human Resources Director,  
Aga Khan University Hospital

For more information visit  
[talentagendaseries.com/events](https://talentagendaseries.com/events)

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# 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 2019 Conferences focus on the Employee Experience, with topics including;

LEADERSHIP  
DEVELOPMENT

CAPACITY  
DEVELOPMENT

EMPLOYEE  
ENGAGEMENT

TRAINING &  
COACHING

HR  
TECHNOLOGY

HEALTHCARE  
AND REWARD

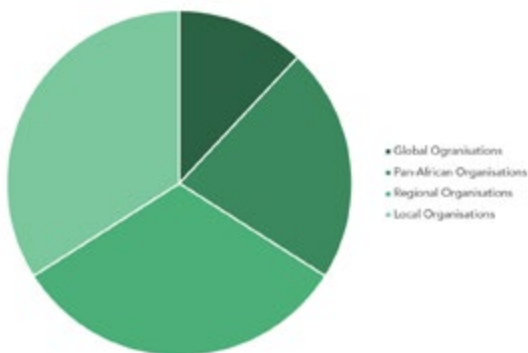
DIVERSIFYING  
RECRUITMENT

TALENT  
MOBILITY

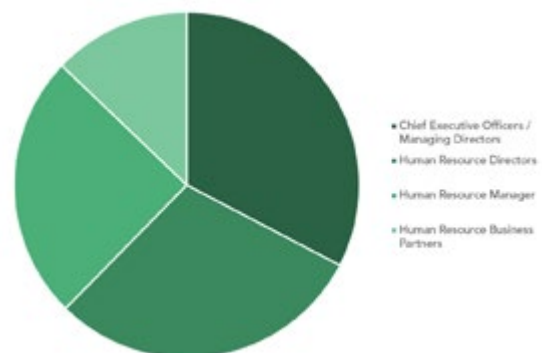
## AUDIENCE DEMOGRAPHICS

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.

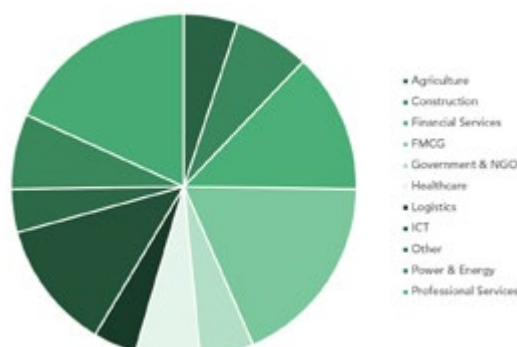
JOIN AN AUDIENCE OF GLOBAL,  
MULTINATIONAL,  
REGIONAL AND LOCAL ENTITIES



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



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





## CONNECT WITH AFRICA'S LEADING HR COMMUNITY

Join the conversation and meet up to 200 other senior HR and business leaders to discuss the key issues in the multiple interactive, thought-provoking sessions, delivered by speakers representing the best of business and thought leaders.

### LEARNING OPPORTUNITIES

- Learn from C-Suite, HR, business leaders, private-sector companies, intergovernmental and multilateral organisations, and global leaders in talent solutions
- Pick up the HR tools you will need to stay ahead of the curve in your role with cutting-edge, Africa-focussed content
- Take part in shaping emerging human capital trends across the continent, whilst taking part in multi-stakeholder capacity development discussions
- Build your understanding of regional, continental and global HR trends through Africa's leading learning platform and community
- Gain CPD points from professional bodies to support you as you continue to grow in your understanding of global and regional HR trends

### TEAM DEVELOPMENT OPPORTUNITIES

- Bringing your core HR team to one of our regional Conferences and reduce the cost per head of their training and development
- Combine the benefits of a team away-day with access to the kind of innovative, thought-provoking, Africa-centric content and 'how to' guidance that they need
- Deliver 70/20/10 learning by taking advantage of the networking, social learning and formal learning opportunities that the Talent Agenda Series Conferences and online community provides
- Gain CPD for the whole team and show that you take their professional learning and development seriously and are willing to invest in them

### NETWORKING OPPORTUNITIES

- Network at the Talent Agenda Series Conferences with Africa's leading HR and business community
- Face-to-face engagement with a targeted regional audience at each event
- Engage with your network in interactive panel sessions, peer-to-peer learning, best-practice case examples and discussion and champagne roundtables

"Good mix of participants at the Conference from C-Suite executives, different industries represented, HR practitioners from difference private, public and official sectors."

*Senior Business Development Manager, Hogan Lovells*

# PARTICIPATION PACKAGES

## DELEGATE PASSES

Delegate pass - Regional Conference - Full Price	<b>\$1,095</b>
Delegate pass - Regional Conference - Early Bird Price	<b>\$750</b>
Delegate pass - In Focus Forum - Full Price	<b>\$550</b>
Delegate pass - In Focus Forum - Early Bird Price	<b>\$350</b>

## TEAM TICKET PASSES

Team Ticket - Regional Conference - Full Price (Up to 8 delegates)	<b>\$4,500</b>
Team Ticket - Regional Conference - Early Bird Price (Up to 8 delegates)	<b>\$3,500</b>
Team Ticket - In Focus Forum - Full Price (Up to 5 delegates)	<b>\$2,200</b>
Team Ticket - In Focus Forum - Early Bird Price (Up to 5W delegates)	<b>\$1,200</b>

## BRANDING & ADVERTISING PARTNERSHIP PACKAGES

Half-page advert in Conference Programme	<b>\$2,000</b>
Full-page advert in Conference Programme	<b>\$3,500</b>
1 x exhibition stand space with table, chairs, power and WiFi (6sqm)	<b>\$8,500</b>
One page editorial plus full page advert in <i>Talent Matters: The Human Capital Supplement</i>	<b>\$12,500</b>
Two pages editorial plus full page advert in <i>Talent Matters: The Human Capital Supplement</i>	<b>\$19,500</b>
Four pages editorial plus full page advert in <i>Talent Matters: The Human Capital Supplement</i>	<b>\$26,000</b>

"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, Afreximbank*

For more information on delegate tickets contact

[talentagendaseries.com](http://talentagendaseries.com)

**+44 (0) 208 834 0329**

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# POSITIONING & PROMOTING YOUR LEADERSHIP

The Talent Agenda Series offers an opportunity to promote your brand and leadership at the continent's foremost talent event series. Join over 200 business and HR leaders at each conference, where over 30% of the audience is C suite level, and position your organisation as a leader in the future of African talent. Sponsors benefit from outstanding positioning and thought leadership opportunities through panel appearances, networking events and branding presence.

## LEADERSHIP & BRAND PROMOTION OPPORTUNITIES

- Position your leaders and brand at the forefront of talent development in Africa.
- Tell your people story, promoting your employee experience to a wide and engaged audience.
- Benefit from editorials in Africa Business reviewing panels and discussions from the events.
- Create your own panel discussion, bringing together through leaders from your business and partners to discuss a topic you want to promote
- Network with Africa's business and HR leaders.
- Bring your extended leadership team for training and networking.
- Promote upcoming initiatives to the continent's thought leaders.

CORPORATE SPONSORSHIP OPPORTUNITIES				
		PLATINUM	GOLD	SILVER
CONFERENCE DELEGATE PASSES	C-Suite Speaker Delegates	2	2	1
	Employee Delegates	12	10	5
THOUGHT LEADERSHIP OPPORTUNITIES	Keynote Speaker	1		
	Create Your Own Panel	1		
	Conference Panels	2	2	1
EXHIBITION SPACE		16m <sup>2</sup>	12m <sup>2</sup>	9m <sup>2</sup>
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	Double	Double	Full
FEE PER REGIONAL CONFERENCE		\$50,000	\$35,000	\$20,000
FEE PER IN FOCUS EVENT		\$14,500	\$10,500	\$7,500

For more information

[talentagendaseries.com](http://talentagendaseries.com)

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[joao.oliva@globalcareercompany.com](mailto: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 the Conferences and events, we endeavour to contribute to your learning and development programmes with the rich content provided by world-class speakers, offering Africa-centric insights and learning focussed on the continent."

*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.

To find out how we can help you recruit and optimise your talent visit [globalcareercompany.com](https://globalcareercompany.com)