



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**

ABC<sup>1</sup> readership across Africa



**250,000**

African Social Media Connections

# 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.

## TALENT AGENDA SERIES IN FOCUS: UGANDA

KAMPALA, UGANDA

25<sup>TH</sup> FEBRUARY 2020

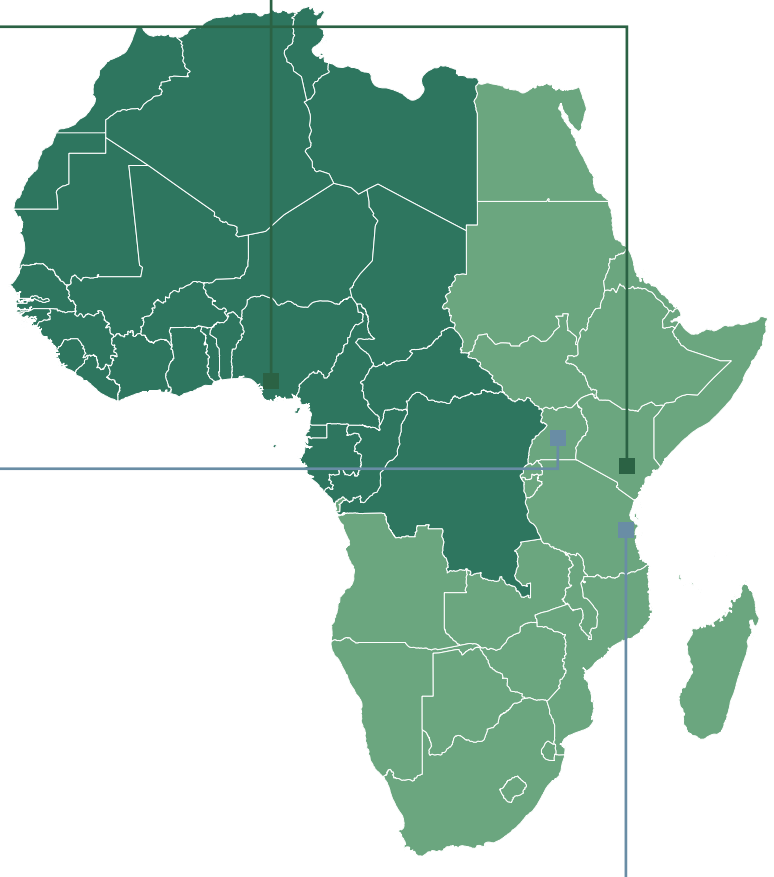
Global Career Company is proud to launch its first Talent Agenda Series in Focus event in Uganda. The event is a focused series of discussions and workshops aimed at optimising the talent across Uganda.

## TALENT AGENDA SERIES IN FOCUS: 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.



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

“

“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;

LEADERSHIP  
DEVELOPMENT

CAPACITY  
DEVELOPMENT

EMPLOYEE  
ENGAGEMENT

TRAINING &  
COACHING

HR  
TECHNOLOGY

HEALTHCARE  
AND REWARD

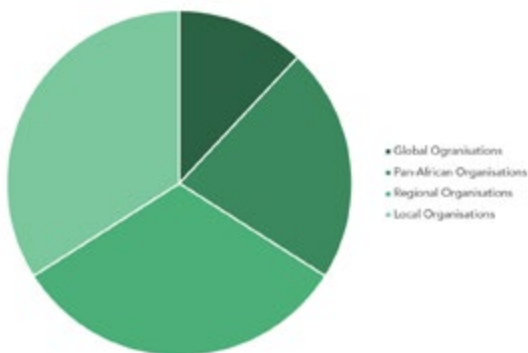
DIVERSIFYING  
RECRUITMENT

TALENT  
MOBILITY

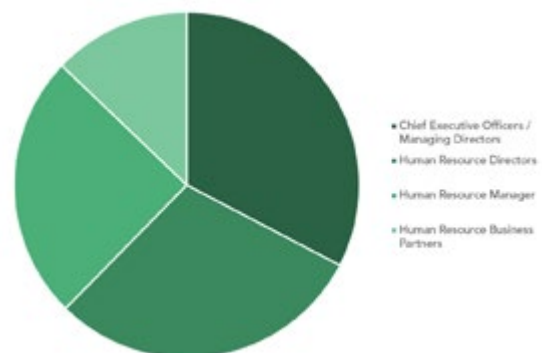
## AUDIENCE DEMOGRAPHICS

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.

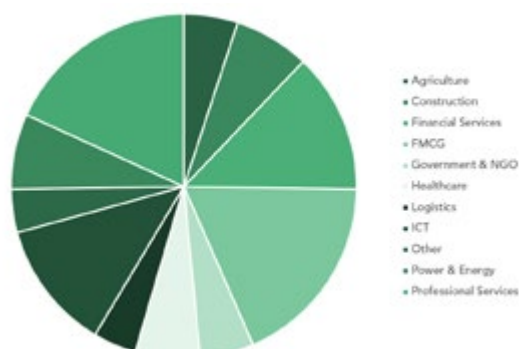
JOIN AN AUDIENCE OF GLOBAL,  
MULTINATIONAL,  
REGIONAL AND LOCAL ENTITIES



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



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



# 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					
CONFERENCE DELEGATE PASSES		PLATINUM	GOLD	SILVER	EXHIBITOR
	Employee Delegates	Unlimited	Up to 6	Up to 4	Up to 2
	Client Discount	50%	30%	20%	
	Conference Presentation	1	1		
THOUGHT LEADERSHIP OPPORTUNITIES	Conference Panels	1	1	1	
	Conference Workshop	1			
	Webinars	1			
EXHIBITION SPACE		Up to 16m²	Up to 12m²	Up to 9m²	Up to 6m²
	TAS Website	✓	✓	✓	
BRANDING OPPORTUNITIES: LOGO	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
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		\$5,000		\$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](http://www.talentagendaseries.com)

+44 (0) 208 834 0358

[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 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.

For more information:

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**[joao.oliva@globalcareercompany.com](mailto:joao.oliva@globalcareercompany.com)**