



Crisis Leadership Conference

Navigating the Crisis: Before, During and After

April 24, 2018

SPONSORSHIP OPPORTUNITIES

- * Harkcon Academy, a training and professional development component of Harkcon, Inc., in conjunction with Georgetown University's School of Continuing Studies presents a one-day leadership development conference that will expose attendees to the fundamental principles and key lessons learned associated with planning for, responding to, and recovering from any type of organizational "crisis," ranging from man-made or natural disasters, fights or riots, localized disease outbreaks, and much more. Attendees will learn about Harkcon Academy's "First-15" Crisis Leadership and Management Model, a comprehensive blueprint for stacking the odds in your favor during a crisis event. Speakers include a variety of public and private industry experts, each with unique and relevant backgrounds, all ready and excited to share their experiences with our attendees.

* About the Conference

* Decision makers from private sector businesses and government organizations with the desire to best prepare for the inevitable leadership challenge brought by a crisis, be that a natural or manmade disaster, act of terrorism, compromise of information, or other catastrophic event. Attendees seek cutting edge information on all aspects of crisis management and will return to their organizations primed to incorporate content received at the conference.

* **About the
Attendees**

* Georgetown University's School of Continuing Studies is conveniently located in the heart of Washington, DC and features a LEED Gold® certified campus with more than 95,000 square feet of work, lounge, and meeting space. Easy walks from Metro, ample nearby parking garages, and a comfortable walking environment make the School of Continuing Studies a desirable location for any event. Our conference will take place in the School of Continuing Studies' 125-seat, state of the art auditorium.

* About the
Venue

- * **Date:** Tuesday, April 24, 2018
- * **Location:** Georgetown University School of Continuing Studies
640 Massachusetts Ave., NW
Washington, DC 20001
Room 104
- * **Set up:** 7:30-8:00 AM
- * **Conference hours:**
 - 8:00 - 8:30 AM - Check in & coffee / light fare
 - 8:30 AM - 4:00 PM - Conference
 - 4:00 - 6:00 PM - School of Continuing Studies hosts
Beer/Wine reception (on site)
 - 6:00 PM - No Host Happy Hour at Farmers & Distillers
600 Massachusetts Ave, NW, Washington, DC

* **At a Glance**

If you have questions or would like to request a sponsorship reservation form, contact LMOSIER@HarkconAcademy.com or 800-499-6456 Ext 5123.

* We offer ample opportunities to promote your brand and share your message with decision makers within the regional business community.

* **Sponsorship benefits:**

- * Visibility with regional business decision makers in an intimate setting
- * Recognition during onsite event, in conference materials, social media, and online
- * Complimentary conference registration for Premium Platinum, Platinum, Gold, Silver, and Bronze level sponsorships
- * Leadership Development Training or Keynote Speaker at your event for Premium Platinum and Platinum level sponsorships
- * All sponsorships include morning coffee/light fare, lunch and AM & PM networking breaks

* About the Sponsorships

If you have questions or would like to request a sponsorship reservation form, contact LMOSIER@HarkconAcademy.com or 800-499-6456 Ext 5123.

Premium Platinum Sponsor

\$5,000

- Harkcon Academy 1-day Leadership Development Training Package* tailored to your needs
 - Up to 20 attendees
 - At your site or mutually agreed location**
- Harkcon Academy Keynote Speaker at your event*
 - Up to 90 minutes of Keynote Speaker
 - At your site or mutually agreed location**
- Sponsor lunch w/ event signage
- Conference signage
- Exhibit table
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails
- Acknowledgment during AM/PM sessions
- 3 conference attendee seats

Platinum Sponsor

\$3,000

- Harkcon Academy Keynote Speaker at your event*
 - Up to 90 minutes of Keynote Speaker
 - At your site or or mutually agreed location**
- Sponsor Keynote speaker
- Conference signage
- Exhibit table
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails
- Acknowledgment during AM/PM sessions
- 3 conference attendee seats

*Must be held by December 31, 2018

**Keynote and Trainer transportation is included for locations that are mutually agreed to by your organization and Harkcon Academy.

 **Sponsorship
Opportunities**

Gold Sponsor

\$2,000

- Sponsor panel session
- Conference signage
- Exhibit table
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails
- Acknowledgment during AM/PM sessions
- 2 conference attendee seats

Silver Sponsor

\$1,000

- Sponsor speaker session
- Conference signage
- Exhibit table
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails
- Acknowledgment during AM/PM sessions
- 1 conference attendee seat

Bronze Sponsor

\$750

- Sponsor coffee w/ event signage
- Conference signage
- Exhibit table
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails
- Acknowledgment during AM/PM sessions
- 1 conference attendee seat

Contributing Sponsor

\$500

- Sponsor PM break w/ event signage
- Conference website mention
- Social media posts
- Recognition and logo placement in conference emails

* Sponsorship
Opportunities

*We want to make your sponsorship experience as easy and smooth as possible. To get started, simply call or email our event coordinator, Laurie Mosier at 800-499-6456 Ext 5123 or LMosier@HarkconAcademy.com.

*How to Get
Started