

Your
positioning
options

Responsible Leadership

After the crisis

How companies successfully combine
economic growth, sustainability and responsibility

9th International Humboldt Conference

E.A.Z.-INSTITUT

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

Mission Statement

„Leadership is the capacity to translate vision into reality“

How do sustainable activities and economic growth congruently work together? In the past, responsible leadership did predominantly focus on climate change and social engagement. However, since the beginning of the current corona-crisis, this is not sufficient any longer. For the future, „responsible leadership“ requires much more. Which CSR-concepts are still valid? What do we learn from the current crisis for the future?

Alongside, climate change, urbanisation, sustainable mobility, migration, modern infrastructure, etc. are still important and belong to the major challenges of our current times. Therefore, global community has already agreed: it is our duty to preserve our habitats and resources for future generations.

What does "responsible leadership" mean in these turbulent times? What could, should or must top decision-makers today accomplish to change the world and be, at the same time, economically successful?

These are some of the key questions of our conference "Responsible Leadership - 9th International Humboldt Conference on Sustainability and Responsibility". It is organized by F.A.Z.-Institut, F.A.Z., Prof. Schwalbach of the Humboldt University Berlin and Prof. Schmidpeter of the Cologne Business School.

„We ask those who know best and who are in charge to do something!“

General information

Date and location

- Date: 15th & 16th of September 2020
- Location: Frankfurt am Main
- **Conference: 16th September 2020**
- Location: Commerzbank-Arena Frankfurt a.M.
- **Gala evening + award ceremony: 15th September 2020**
- Location: Deutsche Lufthansa AG, Frankfurt a.M.

Core target group / participant market

- Approx. 350 - 400 participants
- Board members, managing directors and strategic experts from established companies
- Leading researchers of the international scientific community
- Decision makers of politics, associations and organizations

Closed Shop

Business consultants or service providers who are not sponsors or partners of the event are excluded from participation.

Invitation process and participation fees

The acquisition of participants is part of a comprehensive international marketing campaign.

Qualified guests pay a participation fee.

Partner and supporter companies receive a ticket contingent depending on the package booked.

Participation is free of charge for special guests as well as representatives of event partners and supporters.

Highlights

Top-class speaker | Opinion leaders

Key speaker:

Ed Freeman -

US-American philosopher

Well-known for his works on the stakeholder theory and business ethics



Sandra Waddock -

US-American professor, entrepreneur and multi-author

Well-known in the field of CR-transition processes



Basic concept

The conference „Responsible Leadership after the crisis 2020“ relies on established event concepts of the F.A.Z.-Institut and is based on the international science conference of the Humboldt University Berlin and Cologne Business School. For the first time, the event brings together leading international research representatives and top-decision makers.

In September 2020, the F.A.Z.-Institut, the well-known German newspaper house „Frankfurter Allgemeine Zeitung“ (F.A.Z.) together with Prof. Schwalbach of the Humboldt University Berlin and Prof. Schmidpeter of the Cologne Business School invite to the „**9th International Conference on Sustainability and Responsibility**“. In cooperation with established event partners, a platform with international character has been built. With the event we are focusing on current questions like...

- How do economy, politics and sustainability profit from each other? Which research results exist, in an international context?
- To what extent do top-decision makers in companies, politics and society take on responsibility and how do they meet expectations?
- How do climate change, social fairness und economic success go along with each other?
- Which major trends can be recognized and which new business models in terms of sustainability do they offer?
- What are game-changing innovations able to achieve?

During the gala evening of the conference renowned personalities in the fields of sustainable management and academic excellence will be awarded.

Become a partner of „Responsible Leadership after the crisis conference 2020“ and profit from:

- The positioning of your company and brand
- Presentation of your strategies, concepts and best-practice-successes
- Inspirations, trend impulses and innovations for a future-oriented and promising business model.
- Reach a high-level target group!
- Benefit from excellent networking possibilities!

Program framework

The „Responsible Leadership after the crisis conference2020“ takes place on one conference day plus a gala event at the evening before. Both, the conference day as well as the gala evening incl. award ceremony are a composition of speeches and discussion as well as networking and entertainment.

Day conference:

- Keynotes
- Discussion Groups
- Workshop-Sessions
- Demonstrations
- Networking



Gala evening program:

- Award ceremony
- Networking
- Entertainment



Watch our image video 2018: <https://www.youtube.com/watch?v=MYSMvtwUsco>

Comprehensive marketing activities

Prior to the event

- Event website
- Advertising campaign in own media publications, including the magazine “Verantwortung” (responsibility), and magazine >kommunikationsmanager (>communication manager), print & online
- Placement of advertisements in the Frankfurter Allgemeine Zeitung
- Social Media Marketing
- Save-the-Date mailing and invitation brochure: personalized mailings to the core target group, leading decision-makers (by direct mail and e-mail)
- Event special/extra supplement: inserted in the magazine “Verantwortung” 3/2020 (published June 2020); special advertorial section dedicated to the event as well as editorial contributions of sponsors
- Additional marketing activities by cooperation and media partners
- Public Relations
- Newsletter series prior to the event

At the event

- Display of conference documents / information material key partners
- Logo presentation of all key partners, partners and supporters
- Social media activities
- Event app



After the event

- Follow-up reporting via F.A.Z.-Institut's media channels, including editorial contributions in the magazines “Verantwortung” (responsibility) and >kommunikationsmanager (>communication manager), print & online
- Image video on the event website, if applicable
- Statements and, if applicable, presentations on the event website
- Photos with download possibility
- Thank-you-mailing to all participants (via e-mail)
- Press releases

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND
Medienpartner

kommunikationsmanager

Markt
UND MITTELSTAND
DES WIRTSCHAFTS

Verantwortung

FINANCE
Das Magazin für Finanzchefs

ExportManager

Possibilities of positioning

Set the right place for your company!



The conference „Responsible Leadership after the crisis 2020“ offers a wide variety of possibilities for companies to present their activities, get in direct conversation with participants (leading executives) and positioning themselves in the target group.

The following packages are offered:

- Host / location partner
- Key partner
- Partner
- Supporter

Further positioning possibilities and upgrades available after consultation and in agreement with F.A.Z.-Institut !

Host / Location Partner (top category)

Dependent on availability, after consultation and in agreement with F.A.Z.-Institut

Host partners provide their own location or a corresponding event location and arrange for/provide technical equipment and catering.

They appear in all documents, flyers and materials around the event, particularly prominent positioned as “Host partners”.

Additionally:

Active participation in the event program

- Seat and vote in the key partner advisory board
- Active part during the main program/plenum or workshop (according to prior agreement)
- Statement in the event video, provided for free use

On site

- Statement in the conference documents

Positioned in all marketing and press campaigns around the event and during participant acquisition activities

- Prominent logo integration in all marketing and participant acquisition activities

- Prominent logo integration and short profile on the website incl. link to company site
- Contact address and logo integration in program brochure
- Integration in communication activities
- Provision of template text material to address own guests belonging to the target group (invitation)
- Individual online registration code for own guests

Tickets

- 10 tickets for personal use (for representatives of key partner companies, belonging to the first management level)
- 10 complimentary tickets (for representatives of core target group only) to invite additional participants of ones own (target) customer base. The invitation list has to be agreed with the F.A.Z.-Institut in advance.

Project documentation

- Provision event photo material, for free own use
- Project event documentation

Key Partner package

Dependent on availability, after consultation and in agreement with F.A.Z.-Institut

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- Individual online registration code for own guests

Tickets

- 4 tickets for personal use (for representatives of key partner companies, belonging to the first management level)
- 10 complimentary tickets (for representatives of core target group only) to invite additional participants of ones own (target) customer base. The invitation list has to be agreed with the F.A.Z.-Institut in advance.

Project documentation

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- Project event documentation

Partner package

Dependent on availability, after consultation and in agreement with F.A.Z.-Institut

Active part during the event program

- Participation in panel discussion or hosting of a workshop (by arrangement)

Positioned in marketing and press campaigns around the event and during participant acquisition activities

- Logo integration in all marketing and participant acquisition activities
- Logo integration on the website incl. link to company site
- Contact address and logo integration in program brochure
- Provision of template text material to address own guests belonging to the target group (invitation)
- Individual online registration code for own guests

Tickets

- 1 ticket for personal use (representative of key partner companies, belonging to the first management level)
- 4 complimentary tickets (for representatives of core target group only) to invite additional participants of ones own (target) customer base. The invitation list has to be agreed with the F.A.Z.-Institut in advance.

Project documentation

- Provision event photo material, for free own use
- Project event documentation

Supporter package

Positioned in marketing and press campaigns around the event and during participant acquisition activities

- Logo integration in marketing and participant acquisition activities
- Logo integration on the website incl. link to company site

Tickets

- 1 ticket for personal use (for representative of key partner companies, belonging to the first management level)

Project documentation

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Further positioning possibilities available after consultation and in agreement with F.A.Z.-Institut !

Partners and cooperation partners

Organizer



Kay Partners 2020



Partners 2020



Contact details

Ensure your direct access to relevant decision makers!

Please contact us! We are happy to help you with your individual positioning options.

Sponsor positioning and program

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Organizer



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