



National Networking Day

Networking is working August 2016

A unique opportunity to partner with Australia's preeminent leadership advocacy organisation and become a part of a Guinness World Records™ title attempt.

Monday 29 August 2016





**LEADERSHIP
MATTERS.**

AIM BELIEVES THAT LEADERSHIP MATTERS!

For 75 years, AIM has been helping people become better managers, and managers become great leaders.

As the peak body for managers and leaders we believe that leadership matters. This belief lies at the heart of everything we say and do. With more than 12,000 individual and corporate Members – and a further 5,000 organisations that purchase from our diverse range of management and leadership products and tools – AIM is the go to organisation for professional managers and leaders. We believe that great managers and leaders make decisions that impact people's lives and that this impact is felt well beyond the workplace.

With the right tools, resources, networks and focus, these decisions can – and do – have a positive impact on society.

This view is captured in AIM's Vision:

Better Managers. Better Leaders. For a Better Society.



NATIONAL NETWORKING DAY 2016

NETWORKING IS WORKING

AIM firmly believes that networking is a fundamental skill of managers and leaders. We believe that networking increases cooperation and collaboration, breaks down barriers and leads to progress. In short, we believe that Networking Is Working. This is seen throughout AIM's Leadership Matters strategy. Networking – both formal and informal – is found at the core of many of AIM's programs and events.

Networking is critical for developing sound leadership capabilities and providing access to the right opportunities. The collective force or tribe concept is important to AIM as the professional spread of our Members lies across a diverse range of industries. As such, it's important to encourage collaboration and connection by remembering what ties us together – better management and better leadership for a better society.

In August 2016 we will launch AIM's National Networking Day. This initiative was devised directly from our vision with the aim of facilitating connections between like-minded professionals. This will be a Guinness World Records™ title attempt!

WHAT RECORDS ARE WE LOOKING TO BREAK?

MOST PEOPLE ATTENDING A BUSINESS SPEED-NETWORKING EVENT (SINGLE VENUE)

The current record is 1,068 participants (as of 17 November 2014).

MOST PEOPLE ATTENDING A BUSINESS SPEED NETWORKING EVENT (MULTIPLE VENUES)

The current record is five venues and the overall total of attendees must exceed current single-venue record of 1,068 participants.



OVERVIEW

National Networking Day will provide our Members a dedicated time to show how Networking Is Working. This speed networking event will provide every guest with 3 minutes to introduce themselves and network with a fellow attendee. To break the Guinness World Records™ title, each attendee must meet with a minimum of 20 other participants. This excludes the bonus rounds – when attendees will meet each other before and after the official record attempt!

DATE

The afternoon of Monday 29 August 2016

AMBASSADOR

AIM will be engaging a high profile ambassador to promote the event nationally. This means aligning your organisation with an outstanding leader who will promote collaboration and connection across a diverse range of industries.

Our current Ambassadors include:

Lord Mayor Robert Doyle City of Melbourne

Philip Jones

Chair of the AIM Regional Advisory Committee Canberra

Marina Go

General Manager of Hearst at Bauer Media and
Chair of the Wests Tigers NRL Club

OPPORTUNITIES FOR PARTICIPANTS

Participants will receive an AIM 'Networking Toolkit' filled with practical advice for managers and leaders. They will also align themselves with Australia's most powerful network of leaders whilst having the opportunity to:

- » Build networks
- » Increase their profile
- » Advance their careers
- » Gain valuable advice
- » Find a mentor
- » Engage in reverse mentoring
- » Improve communication skills
- » Learn new perspectives.



VENUES AND ATTENDEES

National Networking Day will take place nationally in each of the locations listed below.

LOCATION	ESTIMATED ATTENDEES
Adelaide	100
Brisbane	1,069*
Cairns	400
Canberra	100
Darwin	50
Hobart	80
Melbourne	400
Sydney	1,069*

*One of these locations will lead the single venue Guinness World Records™ title attempt!



SPONSORSHIP OPPORTUNITIES WITH AIM

AIM prides itself on being Australia's leading advocacy body for sound management and leadership practice. With that comes the opportunity to work with some of Australia's most highly respected businesses and business people.

Sponsorship with AIM will provide your company with the opportunity to share your message with our Members in a highly engaged and professional environment.

We partner with like-minded companies and organisations as sponsors, allowing us to combine our joint passions and strive towards similar causes.

PARTNERING WITH AIM

Partnering with AIM at the National Networking Day offers your organisation the following five benefits:

- » Brand alignment with two Guinness World Records™ title attempt promoting a fundamental skill of a leader.
- » Associate your organisation with Australia's most powerful network of leaders.
- » Direct event marketing reach of more than 3,200 corporate and individual attendees.
- » Total reach to a Membership of more than 12,000, an active database in excess of 100,000, and social media reach of more than 50,000.
- » Access to a multi-channel platform that includes print (AIM's Leadership Matters bi-monthly magazine), on-line (AIM's two monthly newsletters Leading Edge and Insight Edge), social media (AIM has significant LinkedIn, Facebook and Twitter accounts).



PARTNERSHIP OPPORTUNITIES

NATIONAL NETWORKING DAY PARTNER (ONE ONLY)

The partner package means your organisation will be associated with all events taking place on National Networking Day.

It offers direct event reach to more than 3,200 event attendees across 8 locations. The total reach for NND is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's signature event series.

AS THE NATIONAL NETWORKING DAY PARTNER, YOUR ORGANISATION WILL RECEIVE THE FOLLOWING UNIQUE BENEFITS:

- » Ten complimentary tickets to National Networking Day 2016 events in each location.
- » Special Partnership Rate for purchase of additional tickets.
- » Acknowledgement in the Master of Ceremonies' speech and AIM address at each NND event.
- » A senior representative from your organisation will be invited to give a vote of thanks.
- » Prominent display of pull-up banners each NND event.
- » Expo zone display (trestle table size) at each NND event and opportunity to hand out information to guests.
- » Logo displayed (parallel to AIM Logo) on all relevant marketing relating to the NND events.
- » Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website.
- » Tagged in relevant social media posts e.g. posts or tweets on Facebook, Instagram or Twitter.
- » Opportunity to include flyers/corporate gift in 'Networking Toolkit' given to each attendee.
- » Your company to be included in press activity where possible.
- » Company representative to present the business card draw.
- » Article in AIM's Leadership Matters magazine, plus 1 x half page advertisement.

INVESTMENT: \$50,000



PARTNERSHIP OPPORTUNITIES

NATIONAL NETWORKING DAY GOLD PARTNER (TWO ONLY)

As a Gold Partner your organisation will be associated with an event that directly reaches more than 3,200 event attendees across 8 locations. The total reach for National Networking Day is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's signature event series.

NATIONAL NETWORKING DAY GOLD PARTNERS WILL RECEIVE THE FOLLOWING BENEFITS:

- » Five complimentary tickets to the National Networking Day 2016 events in each location.
- » Special Partnership Rate for purchase of additional tickets.
- » Acknowledgement in the Master of Ceremonies' speech and AIM address at each NND event.
- » Prominent display of one pull-up banner at each NND event.
- » Expo zone display (trestle table size) at each NND event and opportunity to hand out information to guests.
- » Partner logo displayed on the AIM website in association with advertising supported events, including a link to the partner's website.
- » Partner logo displayed on relevant marketing relating to each NND event.

INVESTMENT: \$25,000





PARTNERSHIP OPPORTUNITIES

NATIONAL NETWORKING DAY SILVER PARTNER (FOUR ONLY)

As a Silver Partner your organisation will be associated with an event that directly reaches more than 3,200 event attendees across 8 locations. The total reach for National Networking Day is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's signature event series.

NATIONAL NETWORKING DAY SILVER PARTNERS WILL RECEIVE THE FOLLOWING BENEFITS:

- » Two complimentary tickets to the National Networking Day 2016 events in each location
- » Special Partnership Rate for purchase of additional tickets
- » Acknowledgement in the Master of Ceremonies' speech and AIM address at each NND event
- » Prominent display of one pull-up banner at each NND event
- » Partner logo displayed on the AIM website in association with advertising supported events, including a link to the partner's website
- » Partner logo displayed on relevant marketing relating to each NND event

INVESTMENT: \$10,000



PARTNERSHIP OPPORTUNITIES

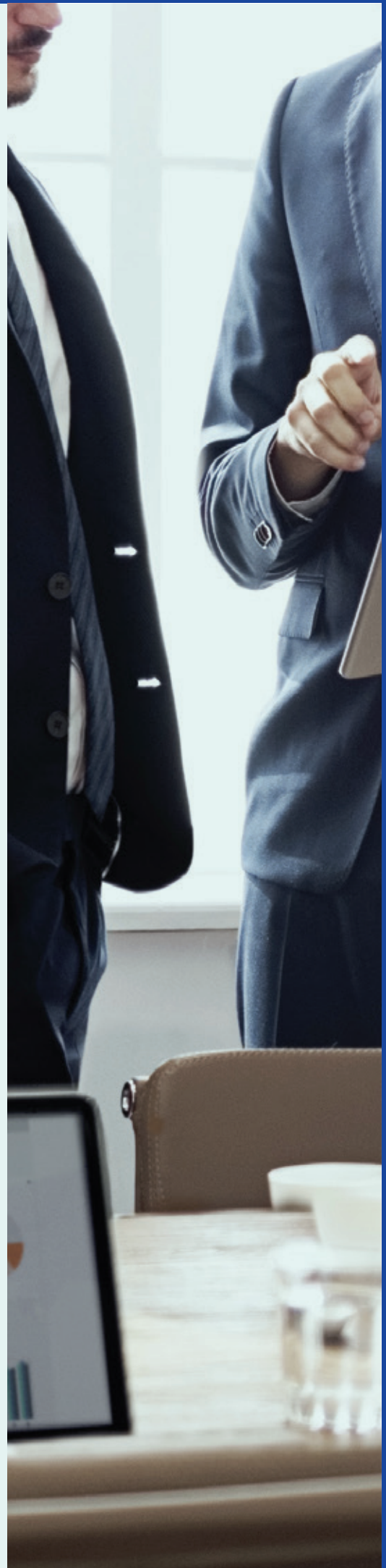
NATIONAL NETWORKING DAY MEDIA PARTNER (ONE ONLY)

As a Media Partner your organisation will be associated with an event that directly reaches more than 3,200 event attendees across 8 locations. The total reach for National Networking Day is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's signature event series.

THE NATIONAL NETWORKING DAY MEDIA PARTNER WILL RECEIVE THE FOLLOWING BENEFITS:

- » Five complimentary tickets to the National Networking Day 2016 events in each location
- » Special Partnership Rate for purchase of additional tickets
- » Acknowledgement in the Master of Ceremonies' speech and AIM address at each event
- » Prominent display of one pull-up banner at each NND event
- » Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- » Partner logo displayed on relevant marketing relating to each NND event
- » Other entitlements to be agreed upon

INVESTMENT: TO BE AGREED





PARTNERSHIP OPPORTUNITIES

SUMMARY

AIM's National Networking Day offers your organisation the ideal opportunity to demonstrate that Leadership Matters! Partnering with AIM around these iconic, Guinness World Records™ title attempts offers you the following benefits:

- » Direct association with a renowned national day that promotes networking to increase cooperation and collaboration, breaks down barriers and leads to progress.
- » Align with a great national leadership organisation.
- » Significant visibility at thirteen locations around Australia.

If you have any queries or would like to speak to someone about sponsorship of the AIM National Networking Day please contact the AIM team on **07 3227 4823** or send an email to sponsorship@aim.com.au

TAILORED PARTNERSHIPS

If you would like to discuss an alternative tailored partnership solution for the AIM National Networking Day, for example exclusive hospitality, audio visual, lanyard or ambassador partnerships, please contact the AIM Team directly on **07 3227 4823**.

NATIONAL NETWORKING DAY REGIONAL PARTNER

As a Regional Partner your organisation will be closely associated with an event that directly reaches out to professional attendees in your region. Regional Partners of National Networking Day also receive brand alignment with AIM's signature event series.

NATIONAL NETWORKING DAY REGIONAL PARTNERS WILL RECEIVE THE FOLLOWING BENEFITS:

- » Five complimentary tickets to the National Networking Day 2016 events in one location
- » Special Partnership Rate for purchase of additional tickets
- » Acknowledgement in the Master of Ceremonies' speech and AIM address at each NND event
- » Prominent display of one pull-up banner at each NND event
- » Partner logo displayed on the AIM website in association one location, including a link to the Partner's website
- » Partner logo displayed on relevant marketing relating to the NND event in one location

INVESTMENT: \$5,000



National Networking Day

Networking is working August 2016

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