



  
**ABOVE & BEYOND**  
Presents  
**WOMENOMICS**  
NORDIC BUSINESS CONFERENCE

# SPONSORSHIP PROPOSAL

## SHOWCASE YOUR COMPANY AT THE LARGEST NORDIC CONFERENCE OF ITS KIND

13:00-20:00, 19<sup>TH</sup> MAY 2020, ØSTRE GASVÆRK THEATER, DENMARK

- Inclusion and belonging: essential parameters for diversity
- The female consumer: purchasing power and growth potential
- Product innovation and tackling biases embedded in tech
- Overlooked wealth and investment opportunities
- Accountability: turning executive commitment into action
- The future of business: cultural intelligence and sustainability

PREVIOUS PARTNERS:





**Womenomics is the largest conference of its kind in the Nordic countries and for seven years has explored women's impact on the global economy: as consumers, leaders and innovators.**

With Nordic and international keynote addresses, business cases and research presentations, the program provides a deep dive on gender diversity and female driven growth potential.

By supporting the conference, you position your company at the forefront of these discussions, gaining brand exposure and networking opportunities with the leaders, experts and high potential talents shaping the future.

"Womenomics is a platform for international experts and top executives to meet to be inspired to unfold the full economic potential of their business, or area of influence. The topics we cover have gained greater global attention, therefore I hope that all participants leave our conference as change agents who are will help pave the way so that we can create real diversity," Tine Arentsen Willumsen, Chair of the Womenomics Award Committee

### **CELEBRATING TOP FEMALE ROLE MODELS WITH WOMENOMICS AWARDS**

Three extraordinary women, who are above & beyond in their respective fields, will be honoured in 2020 by each receiving a Womenomics Award, as we celebrate women who have used their positions as ground-breaking leaders to inspire others.



*"Everybody agrees – from politicians, to economists, to businessmen – that empowering women will raise GDP and will provide a more just, healthy and peaceful society."*

**HRH Princess Esmeralda of Belgium,**  
recipient of the Womenomics Global Impact Award 2019.



**Womenomics 2019 Awards Recipients:** HRH Princess Esmeralda of Belgium, CEO of KMD, Eva Berneke, and the founders of the venture capital fund, BackingMinds, Susanne Najafi and Sara Wimmercranz.



## EXPLORE THE FEMALE ECONOMY

- Capitalise on the influence and growth potential of the female economy.
- Understand the financial imperative for diverse leadership and a female leadership pipeline.
- Acquire the tools to engage millennials and manage the adaptability of the future workplace.



## NETWORK WITH LIKE-MINDED LEADERS

- Connect with international experts, politicians and business leaders at the pre-conference dinner.
- Entertain clients at the conference and evening tapas dinner and drinks.
- Build relationships with high potential talents, prospects and future leaders attending the conference.

## BRANDING WITH LEADING COMPANIES

- Establish your brand identity as a market-leader of the diversity agenda.
- Promote your employer branding as an inclusive employer and thought-leader.
- Benefit from extensive brand exposure, on the day and in marketing material and press coverage.



## INSPIRE CLIENTS AND COLLEAGUES

- Let your management and talents be inspired by speeches and case studies from CEOs, politicians and keynote speakers.
- Watch debates between top business leaders, as they are challenged and inspired in panels.
- Gain insights from pioneering people at the top of their fields, through the speeches of the three Womenomics Award recipients. Previous recipients have included: Geena Davis, Sheela Maini Søggaard, and HRH Crown Princess Mary of Denmark.







Womenomics is a unique opportunity for companies to lead the D&I agenda and brand themselves amongst the strongest and most influential opinion-leaders within the Nordic region, as well as the international business community, while inviting your talents and clients to be inspired by the program.

This year the conference will take place in the grand surroundings of Østre Gasværk Theater and, for the first time, the conference will be followed by a tapas dinner.

Annual Sponsorship running from June 2019-May 2020.

Corporate Sponsorship Levels	Industry Sponsorship	Main Sponsorship
Participation on the Womenomics Award Committee	✓	✓
Branding in all Womenomics related marketing materials	✓	✓
Logo on invitations, website, program and the press wall	✓	✓
Mentioning in press releases and PR exposure	✓	✓
Small mid-year gathering in January	✓	✓
Access to all photo and video materials related to the conference	✓	✓
VIP tickets to the conference (for stakeholders, press etc.) Value per ticket: EUR 400 incl. VAT	25 tickets	50 tickets
Tickets to the VIP pre conference dinner		6 tickets
Key note speech during the conference		✓
Prominent Main Sponsor logo exposure		✓
Press Interview with the Main Sponsor		✓
Option for a branded stand		✓
	EUR 27.000 (excl. VAT) DKK 200.000 (excl. VAT)	EUR 54.000 (excl. VAT) DKK 400.000 (excl. VAT)



# PRIVATE PRE-CONFERENCE DINNER

Co-host the elegant pre-conference dinner the night before the conference, in Tivoli. The dinner provides a unique opportunity for networking with speakers, sponsors and award winners and ensures you can network with the conference VIPs and entertain your guests in an elegant setting before the conference has even begun.

In 2019, the pre-conference dinner took place at Axelborg Hall opposite Tivoli Concert Hall with the Womenomics Award-winners in attendance. The cocktail reception with Diageo took place in the panelled hall of Axelborg and was followed by an elegant dinner served by NIMB, with BMW, Headspring Executive Development and Hugo Boss supporting the event. The dinner was a highlight of the Womenomics events and helped set the tone for the following day, inspiring conversations and making connections between VIP participants.

**Companies may choose to support the pre-conference dinner at an additional cost.**





# EXAMPLES OF PREVIOUS PRESS COVERAGE

## BØRSEN.

Kvinderne køber da diamanter selv - fordi de kan



Esther Oberbeck, chefstrateg i Da Beers Group, verdens største producent af rådiamanter, besøgte Danmark i forbindelse med Womenomics-konferencen i Tivoli i København. Foto: Marie Bentzen



Aftenshowet

Karrieren

## FINANS

I Mine nyheder

**KMD-topchef bliver hædret som rollemodel**

Folkene bag Womenomics vil fejre kvindelige game-changere og eksterne partnere, der giver bl.a. en pris til topchefen i KMD, Eva Berseke

KARREERE | KVALITETSTILBUD

TOPJOB  
VISA

DMV.LIST

### Ísland hlýtur viðurkenningu fyrir jafnréttisbaráttu

Ísland varð í gær fyrsta landið til að hlýta viðurkenningu fyrir baráttu fyrir jafnrétti á vettvangi virkisráðgjafna. Þetta er fyrsta skipti sem landið hefur tekið á sig viðurkenningu á þessum sviði. Eftirmyndunin er frá Eilífu Þorlákssonu, forseti Kvenmannaráðs Íslands og framkvæmdastjóra Kvenmannaráðs Íslands.

Ólafur Tólfsson, forseti Kvenmannaráðs Íslands, hlýtur viðurkenningu fyrir baráttu fyrir jafnrétti. Önnur landsmenn hlýta viðurkenningu fyrir baráttu fyrir jafnrétti á vettvangi virkisráðgjafna.

ATHUGASEMDIR

## LEDELSE 2019

FRIDAG 11 APRIL 2019

### The Womenomics Nordic Business Conference

Accelerate Gender Diversity and Explore Female-Driven Growth Potential

Mariamo A. Davis

ANNUAL WOMENOMICS NORDIC BUSINESS CONFERENCE  
21 MAY 2019, TIVOLI CONCERT HALL, COPENHAGEN

Above & Beyond Nordic Business Conference

21st May 2019, Tivoli Concert Hall, Denmark

Lead the Future  
Role Model  
#femaleempowerment  
#femaleleaders

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#femaleleaders

## The Womenomics Nordic Business Conference

EMPOWERMENT REPORT 2018 HAVR, DENMARK

THE WOMENOMICS NORDIC BUSINESS CONFERENCE

Accelerate Gender Diversity and Explore Female-Driven Growth Potential

## Talere

THE WOMENOMICS NORDIC BUSINESS CONFERENCE

UN Women Nordic

Congratulations to the winners of the Honorary Womenomics Award for Gender Equality. The award is presented by Foreign Minister Margrethe Birkeshøj.

Belgium in Denmark

We are delighted to announce that the Process Exemplars of Belgium received the Womenomics Global Impact Award 2019.



