



**CHANGE  
MANAGEMENT  
GLOBAL CONNECT**

**JUNE 11-13, 2024**

**THE  
FUTURE  
OF CHANGE  
IS NOW**

**VIRTUAL  
CONFERENCE**

**#GlobalConnect24  
acmpconference.com**

# THE FUTURE OF CHANGE IS NOW



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GLOBAL CONNECT**

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**CHANGE MANAGEMENT GLOBAL CONNECT** is the Association of Change Management Professionals' premier virtual global event for seasoned

practitioners and those new to the profession. Global Connect delivers the education, insight, and skills to take our audience to the next level while offering our partners the ideal opportunity to market their products and services to key decision-makers.

## ACMP IS GLOBAL

**5,600+**  
MEMBERS

**89**  
COUNTRIES

**42+**  
CHAPTERS

**821**  
Attendees from **38** countries  
were represented in 2023

## ATTENDEE METRICS



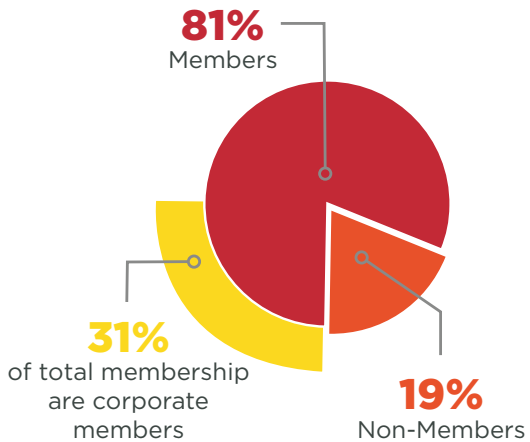
- 89%** Attendees surveyed would attend another ACMP virtual event
- 87%** Attendees rated the event "good" or "excellent." **94%** rated positively overall.
- 42%** 2023 registrants were first-time attendees.

# '23 CHANGE MANAGEMENT ATTENDEES



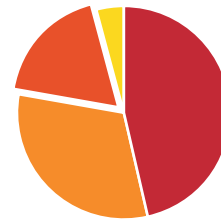
## AREAS OF RESPONSIBILITY

- 68%** Change Management
- 9%** Leading & Managing Others
- 9%** Other
- 7%** Project Management
- 3%** IT
- 2%** Coaching
- 1%** Human Resources
- 1%** Talent Management



## EXPERIENCE LEVEL

- 36%** ■ 11+ years
- 15%** ■ 8-10 years
- 23%** ■ 4-7 years
- 18%** ■ 1-3 years
- 8%** ■ Less than 1 year



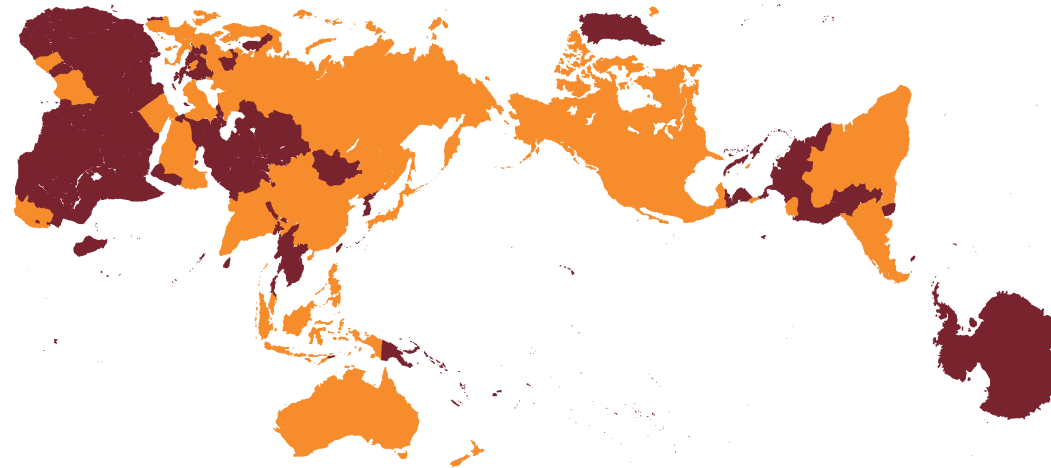
## TOP JOB TITLES

- 46%** ■ Manager
- 31%** ■ Director/Vice President
- 18%** ■ Independent Consultant
- 4%** ■ CEO



## TOP INDUSTRIES

- 25%** ■ Consulting
- 13%** ■ Finance/Banking
- 10%** ■ Technology
- 9%** ■ Government
- 6%** ■ Education & Training
- 6%** ■ Insurance



■ Countries with attendees at CHG MGMT 2020, 2021, and 2022 (**37 Total**)

## GLOBAL CONNECT 2023 ATTENDEE COUNTRIES OF ORIGIN

- 76%** United States
- 12%** Canada
- 12%** All Other Countries

# SPONSORSHIP PACKAGES

|   | THOUGHT LEADER<br>\$7,000   | CHAMPION<br>\$5,000 | PARTNER<br>\$3,000 | CONTRIBUTOR<br>\$2,000 |   |
|---|---|---------------------|--------------------|------------------------|---|
| <b>PRE-CONFERENCE PROMOTION</b>                                 | Logo on event website   | ●                   | ●                  | ●                      | ● |
|   | Company profile on event website  | ●                   | ●                  | ●                      | ● |
|   | Logo in promotional event emails  | ●                   | ●                  | ●                      | ● |
|   | Social Media promotion on LinkedIn, X, and Facebook                                       | ●                   | ●                  | ●                      | ● |
|   | List of registrants 3 weeks prior <i>(for those that opt-in/emails included)</i>          | ●                   | ●                  | ●                      | ● |
| <b>BRAND AWARENESS/VIRTUAL CONFERENCE ACCESS AND NETWORKING</b> | Complimentary full conference registrations   | 5                   | 4                  | 3                      | 1 |
|   | Virtual Landing Page - post documents/links/etc.  | ●                   | ●                  | ●                      | ● |
|   | Scheduled Spotlight Session <i>(30 minutes/included in agenda)</i>                        | ●                   | ●                  | ●                      | ● |
|   | <b>NEW!!</b> Opportunity to Pre-record a session <i>(included with On Demand content)</i> | ●                   | ●                  | ●                      | ● |
|   | <b>NEW!!</b> Scheduled Chat <i>(30 minutes/included in agenda)</i>                        | ●                   | ●                  | ●                      | ● |
|   | Push Notifications <i>(through virtual platform)</i>                                      | 4                   | 3                  | 1                      | ● |
|   | Platform Digital Ad   | ● (LARGE TILE)      | ● (SMALL TILE)     | ●                      | ● |
|   | Feature Sponsor Email <i>(included with other event information)</i>                      | 1                   | ●                  | ●                      | ● |
|   | Logo on walk-in slides to general session/closing session                                 | ●                   | ●                  | ●                      | ● |
| Recognition in opening/closing remarks                          | ●   | ●                   | ●                  | ●                      |   |
| <b>POST CONFERENCE PROMOTION</b>                                | Logo in post-conference thank you emails  | ●                   | ●                  | ●                      | ● |
|   | Final list of registrants <i>(for those that opt-in/emails included)</i>                  | ●                   | ●                  | ●                      | ● |

# MARKETING PROMOTIONAL OPPORTUNITIES

## INTERACTIVE WORKSHOP

\$5,000

Be apart of the Future of Change by sponsoring a 60-minute workshop. Workshop will be included in the overall agenda and be promoted in a daily email. ACMP will need to approve the topic and speakers.

## NETWORKING SESSION

VARIED \$2,500 - \$5,000

Fancy trivia or mocktail making? ACMP will provide you a variety of fun activities to lead in one of our networking sessions. These are 30-minute timeslots and will be promoted in the agenda. Sponsor can open discussion with a question to get attendees chatting.

## KEYNOTE

\$5,000

Sponsor our opening and most popular session of our virtual event! You will be able to introduce the speaker, have your logo prominently placed and lead Q&A after the session with the speaker and attendees.

## GAMIFICATION

\$2,000

Get In the Game! During the conference, attendees' complete tasks to earn badges and compete with each other to see who can earn the most points and badges. This can be customizable with tasks such as visiting your booth and making an appointment with you. This was a huge success last year and is a fun way for the attendees to earn prizes.

## SESSION SPONSOR

\$3,000

Choose from a variety of sessions during our virtual event. You will be able to introduce the speaker(s), have your logo prominently placed and lead Q&A after the session.

## BOOKSTORE

\$1,000

Attendees love our online bookstore! Have your logo prominently placed and promoted in emails and on social media. Have books that you wrote or recommend? We can feature those in the bookstore, so participants see them first.

## VIDEO AD

\$1,000 (4) AVAILABLE

Get maximum exposure during one of our highly attended live virtual sessions! ACMP will show a 30-second or less video ad at the beginning of a live session. You can choose from a list of sessions and provide the video you would like played.

## OVERALL BENEFITS & PERKS



Engage with the ACMP Community & Gain Leads



Reach a Wider Global Audience



Brand recognition and marketing to key influencers



Interact with Attendees in Real-Time



Network with Your Key Target Audience



Attend Quality Change Management Educational Sessions



Gain Perspective on the Latest Industry Trends

Custom packages are also available. Our team will curate a package that encompasses the deliverables that best meet your organizations needs.

**CONTACT:** [Sponsorship@acmpglobal.org](mailto:Sponsorship@acmpglobal.org)