



EXECUTIVE MANAGEMENT BRIEFINGS

Benefits of Sponsorship

Sponsorship fee — \$5,000

presented by the
Spears School of Business,
Oklahoma State University

and the
Executive Management
Briefing Sponsors

Speaker Schedule

Wednesday, November 7, 2018 • **Bozoma Saint John**, Chief Marketing Officer, Endeavor and Former Chief Brand Officer, Uber

“Brand Identity and the Importance of Disruption”

- Eight invitations to a luncheon and a Q & A session from 12:00-1:30 p.m. at the Embassy Suites - Downtown.
- Eight invitations to a private reception featuring a Q/A session with Bozoma Saint John from 1:35-2:30 p.m. at the Embassy Suites - Downtown.

Wednesday, February 6, 2019 • **Daniel Coyle**, New York Times Best-Selling Author

“The Culture Code: The Secrets of Highly Successful Groups”

- A table of eight at a luncheon presentation from 12:00-1:30 p.m. at the National Cowboy and Western Heritage Museum.
- Two invitations to a private breakfast event with Daniel Coyle from 7:15-8:30 a.m. on February 6, 2019 at the National Cowboy and Western Heritage Museum.

Tuesday, April 9, 2019 • **Frank Abagnale**, Renowned Cybersecurity and Fraud Prevention Expert and Bestselling Author and Subject of *Catch Me If You Can*

“Catch Me If You Can”

- Twelve invitations to a presentation from 4:00-5:30 p.m. at the Cox Convention Center.
- Eight invitations to a private reception and dinner session with Frank Abagnale from 6:00-8:00 p.m. at the Cox Convention Center.

Marketing

- Head table seating for one EMB event to be recognized as a series sponsor.
- Recognition on the OSU Center for Executive and Professional Development website, cepd.okstate.edu, with a link to your company's/organization's home page.
- Recognition of your company/organization in the event brochure.
- Recognition of your company/organization on event signage.
- Recognition of your company/organization from OSU CEPD social media platforms.
- Opportunity for a personal photo with the keynote speaker for you and a guest and books by author if applicable.

Leadership/Professional Development

- A member of the sponsoring firm invited to join **The Deans Council**—a group of about 100 business professionals who support the Spears School of Business.
- One half-priced registration to the **Women's Business Leadership Conference** program on March 7, 2019 in Tulsa.
- Receive cutting edge information from businesses, government, and world leaders.
- Half price ticket to the OSU Cyber Security Conference on April 9, 2019.

Financial

- A portion (\$1,420 of the \$5,000 sponsorship fee) is tax deductible; this amount will be reflected in your receipt from the OSU Foundation.