

SHAREDXPERTISE®

Helping Organizations Transform

2009 FAO Summit



Agenda

- Overview
- Lessons Learned
- 2009 FAO Summit Planning
 - Approach and sponsorship guidelines
 - Keynote speakers, proposed topics, and draft agenda
 - Logistics and targets
- Sponsorship Opportunities
 - Planning timeline
 - Getting involved
 - Sponsorship opportunities

Creating a Firm Foundation

- Continuing to expand the focus on buyers
- Put the best parts of a conference directly on the agenda
- SharedXpertise has many assets and the real possibility of making the change that the conference industry needs – let us take the risk for you
 - To meet buyer requirements
 - To change the conference scene
- It's time to mix things up a bit!
 - Build the event with the buyers, for the buyers
 - Provide a forum to drive the profession
 - To provide a better sponsor experience

What would delegates like to see from the event to address the economic situation?

- Need a big-name headliner addressing the economy
- An easily accessible and inexpensive venue
- More professional and personal development
- Concerns about timing given state of economy
- Buyer attendees like the low conference participation fee
- Cost of the hotel and travel

2009 Approach: Build Around F&A Executives

- Build the event for F&A executives – buyers and prospects
- Provide a forum to drive the profession
- Sponsors provide thought leadership and content
- Workshop environment so it is a form of training
- Move from traditional conference format to more interactive and creative
- More professional development opportunities
- Flexible start and finish – giving people the option of controlling travel cost

2009 Approach: Sponsor Guidelines

- Conference not an exhibition
- To better meet your expectations and improve the buyer:provider ratio we need to control the denominator by reducing the number of provider attendees
- Improve sponsor packages to add more value and provide opportunities for all types of sponsors
 - Provide sponsors a more balanced package for the key positions
 - Provide access for the smaller / niche sponsors
 - Only sponsoring suppliers can attend the event, they cannot attend as delegates
- We need to restrict the number of provider attendees
- Sponsors may secure speaker slots by successful call for papers or by nominating clients for their sponsored sessions.
 - “Value for money by ensuring that there are learning's from the conference. Get the suppliers working for their attendance (e.g. presentations on market trends not selling their services)”
- Get sponsors involved earlier
- Sponsors agree not to compete: integrate their meetings into the agenda and not hold their own meetings or hospitality events during the conference – work together to accommodate objectives

2009 Keynote Speakers

John E. Sununu. The lead Republican on the Congressional Oversight Panel for Tarp and a former US Senator & Congressman will share his thoughts on the future of capitalism.



Morris Owens Head of Financial Shared Services for Coca-Cola Enterprises and a seasoned executive leading the transformation of how Coke does F&A.



Wayne Mincey. President of the Hackett Group, a global strategic advisory firm and leader in best practice benchmarking for shared services, offshoring, & outsourcing.



Chris McGoff. Expert and inspiring speaker on planning and leading large scale transformation.



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Proposed Topic Areas

Themes: The Recovery Starts Now & Optimizing F&A

- Building a Successful Partnership With Your FAO Provider
- Aligning SLAs & Customer Satisfaction
- FAO Metrics and Analytics
- The role of Outsourcing in F&A Shared Services
- Global Growth and Stabilization
- Optimizing Cash Flow Processes
- Transitions & Transformation in FAO
- Continuous Improvement
- Governance & Remediation

Agenda At-A-Glance: FAO Summit 2009

Tuesday, October 20, 2009

1:00 pm – 3:00 pm	Registration Open
2:00 pm – 5:00 pm	John Sununu Special Event & Private Sessions
6:00 pm – 8:00 pm	TPI Sponsored Networking FAO/HRO Reception

Wednesday, October 21, 2009

7:00 am – 11:30 am	Registration Open
7:00 am – 8:30 am	Sponsored Breakfast
8:30 am – 8:45 am	Chair Welcome Address
8:45 am – 9:30 am	Featured Keynote: Morris Owens, Coca-Cola
9:30 am – 10:15 am	Case Study



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Agenda At-A-Glance: FAO Summit 2009 (cont'd)

Wednesday, October 21, 2009 (continued)

10:15 am – 11:00 am	Sponsored Networking Break
11:00 am – 12:00 pm	Breakout Sessions
12:00 pm – 1:30 pm	ACS Sponsored Lunch Keynote: John Sununu
1:30 pm – 2:30 pm	Breakout/One-on-One Sessions
2:30 pm – 3:30 pm	Breakout/One-on-One Sessions
3:30 pm – 4:15 pm	Sponsored Networking Break
4:15 pm – 5:00 pm	Keynote: Wayne Mincey, Hackett Group



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2009 Logistics & Targets

- Held simultaneously with HRO Summit
- Rebalancing the attendee ratio to focus on buyers
- **Attendee Marketing Plan:** www.TheRecoveryStartsNow.com
- Moving to the Saddlebrook



- 'Build your own' conference with hospitality
- Online presence

- Websites

www.FAOSummit.com

www.TheRecoveryStartsNow.com

www.FAOToday.com

- LinkedIn Communities: FAO Buyers, FAOA Members, & FAO Summit

- Best-in-Class Partners:



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2009 Timeline

Week of	Activity	Status
16 Feb	Issue Call for Papers	Complete
	Confirm Keynotes	Complete
22 Feb	Begin Attendee Marketing	In Progress
28 May	Sponsor Briefing	Complete
	Call for Papers Closes	15 Jun
30 Jun	Lock Program	
21 Sep	Printed Materials Due	
1 Oct	Presentation Materials Due	

Helping You Get the Most Out of Involvement

- **The Recovery Starts Now**

- Submitting tips
- Linking from your site

- **Communications Kit**

- Talking points
- Sample invitations

- **Promotion “Contest”**

- For every 3 client registrants you will receive a \$300 credit toward your choice of travel or lodging which you can promote to your clients or keep for yourself



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Integrating Your Objectives & Meetings

- Prioritizing networking
- We will create room on the agenda for one-on-one and small group meetings. Work with us to schedule your meetings into these time slots
- We're looking at a "concierge" service to help match-make pre-conference
- Let us know early & often what you want. Be specific.
- We will have one-on-one sessions with confirmed sponsors.

FAO Summit - Sponsorship Packages

Marquis	1	\$ 31,200	Morning plenary positions, for customer nomination; <i>FAO Today</i> feature; ad in event brochure; delegate list; display space; plus std benefits
Platinum	6	\$ 23,490	35 minute Case Study presented by client + panel slot for CEO/President <i>FAO Today</i> feature; ad in event brochure; display space; plus standard benefits
Gold	8	\$ 16,850	Client speaker in tracked session; delegate passes; plus standard benefits
HRO/FAO Lunch	1	\$ 20,000	Introduce luncheon keynote speaker - SOLD
HRO/FAO Cocktail Reception	1	\$ 17,000	Welcome attendees to the joint cocktail reception; branding at the reception; ad in event program; plus standard benefits - SOLD
Networking Meal	1	\$ 15,000	Host of breakfasts on Day 2; plus standard benefits
Awards Program	1	\$ 10,000	Host of the FAO Buyers Group Awards Program; brief remarks, branding
Lanyard	1	\$ 5,000	Sponsorship of delegate lanyard; plus standard benefits
Delegate Bags	1	\$ 5,000	Brand on delegate bag plus standard benefits
Supporting	10	\$ 3,000	10 passes for buyers, 2 for staff.



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Why Choose FAO Summit 2009

- Collaborate together to achieve your objectives
- Partner to make your investment a safe investment
- Invite those that are interested
 - SharedXpertise database, market insight, your own targets
 - Prepared sponsor communication packs – emails, letters, press releases
- Communicate, communicate, communicate
 - Buyers - Weekly email to delegates 'plan recovery now'
 - Sponsors - Monthly/bi-weekly update calls
 - Speakers – content oversight
- **Lead the recovery & take F&A to next level**



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