

THE BETTER MAN 2021 VIRTUAL CONFERENCE



Obstacles and Opportunities

Healthy Masculinity for Equity, Inclusion and Belonging

The Better Man Conference is a virtual gathering focusing on healthy masculinity, consciously curated to engage men in creating a culture of intersectional equity.

Each 2021 BMC virtual event will explore specific topics through the lens of Obstacles and Opportunities. We will deep dive into these concepts to expand our sense of how we can increase and utilize healthy masculinity for equity, inclusion and belonging.

09:00 AM PT / 11:00 AM CT / 12:00 PM ET / 17:00 GMT

MAY 25
AWARENESS

SEPTEMBER 28
EMPATHY

OCTOBER 26
ACCOUNTABILITY

International Men's Day
NOVEMBER 19
ADVOCACY

"I commit to being persistent and indefatigable about getting better at being an inclusive leader and ally"

www.bettermanconference.com

VIRTUAL PROGRAM

Join the Evolving Narrative of 21st Century Leadership

The Better Man Conference is a 3 hour virtual program designed to engage audiences and activate advocates. By modeling authentic leadership, vulnerability and empathy through strategic storytelling, we reveal the keys to shifting teams from curious to connected. Leading local SMEs, live Q & A, and peer networking frame best practices to inspire attendees including the lived experiences and real life challenges shared by sponsors. from featured subject matter experts and relevant resources.

EVENT FLOW

Introduction and Context Setting

by Founder, Ray Arata

Lead Out Loud Lightning Talk

Q&A follow-up

REMOVING OBSTACLES WITH INTENTION & ATTENTION

Featuring Industry Influencer Keynote Speech

Q&A follow-up

Mid-event break

Lead Out Loud Lightning Talk

Q&A follow-up

REVEALING OPPORTUNITIES FOR INCLUSION & CONNECTION

Panel Featuring Subject Matter Experts And Lived Experiences Of Leaders In The Field

Q&A follow-up

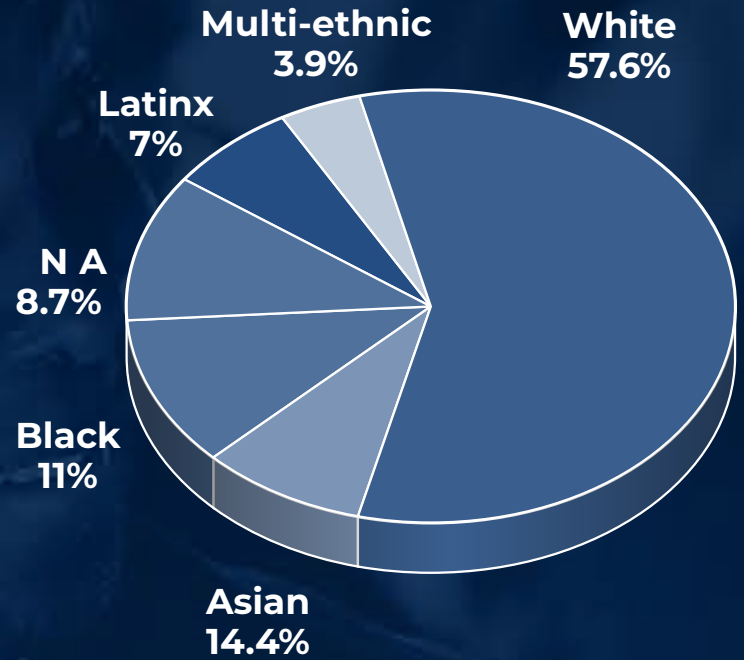
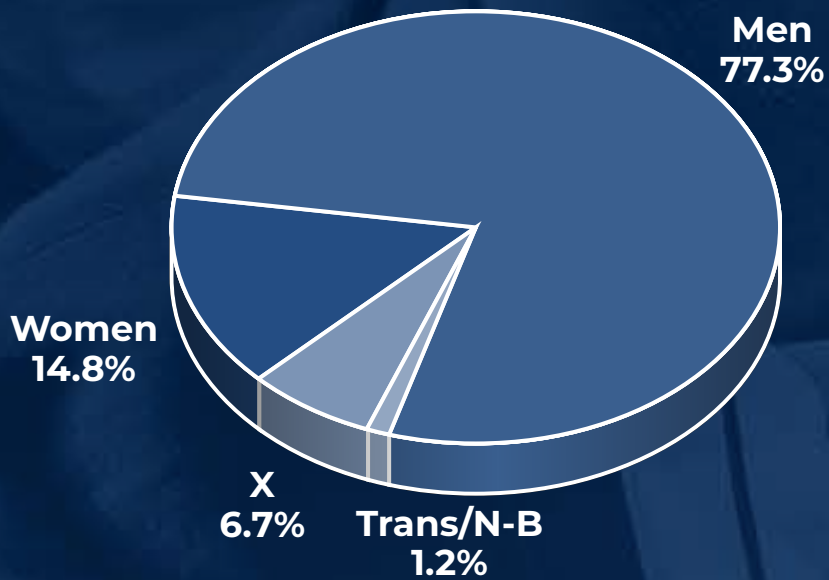
Closing

"We need to provide alternative versions, kinder versions, more liberated versions that can act as genuine role models for young boys to aspire to."



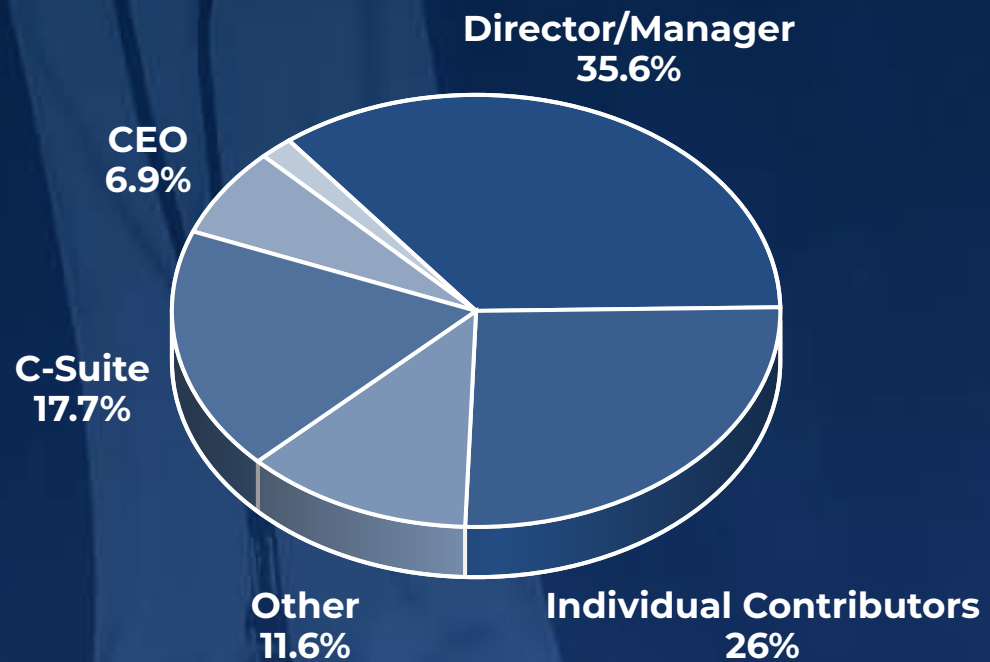
AUDIENCES

Lorem ipsum



2020 ATTENDANCE

2,072



“A
powerful
event”



Sponsorship Activation Opportunities

Walk Your Talk by showing your staff that equity and inclusion are an active priority for your organization. The Better Man Conference is the training event that supports your recruitment, retention and advancement program goals.

SPONSOR LEVEL	TICKETS	FEATURED HOST	PANEL GUEST	LIGHTNING TALK Lead Out Loud	WHAT'S NEXT? Data Driven Strategy Session	SPONSOR SPOTLIGHT Featured Throughout Program	ASK ME ANYTHING Internal Town Hall	PR & MESSAGING Targeted Campaign Spotlights
PREMIER	1,000	X	X	X	X	X	X	X
CHAMPION	500		X	X	X	X	X	X
ADVOCATE	250				X	X	X	X
ALLY	125					X	X	X
COMMUNITY	50							X

FEATURED HOST

Your company logo, leadership and inclusion journey will feature prominently in the program narrative and across marketing campaigns, content for maximum visibility. As the host, your contribution is highlighted early and often. *Limited to one sponsor per event.*

PANEL GUEST

Your story will support the narrative arc of the panel. When your leadership shares insights and experiences with the audience, your staff will see your values and be inspired themselves. *Includes a pre-event coaching session with the featured leader and branded video files. Exclusive Host Sponsor offering, one activation per event.*



Sponsorship Activation Opportunities

FEATURED SPEAKER: LIGHTNING TALK 5 minute feature

The 5-minute Lightning Talk is your chance to Lead Out Loud. Sponsors have the opportunity to share how their teams work toward inclusion by leading with the heart. Get your organization's efforts on the record. Includes a strategic coaching session for your featured speaker and branded video files.

“WHAT’S NEXT?” STRATEGY SESSION for Leadership Cohort

The Better Man Movement leadership team will work with your leadership cohort in developing a data-driven strategy to encourage the men in your organization to become more active as advocates. Our partnership with LiIRN uses data to identify champions and accelerate change. *Valued at USD15K.*

SPONSOR SPOTLIGHT: Featured in Live Program

Your company's branding will be featured for impact across digital channels leading up to the event, and in front of event audiences establishing your brand as a contributor to promoting inclusive culture. Show your peers and wider public how you're committed to doing the work. *Valued at USD7K.*

ASK ME ANYTHING: Internal Town Hall Event

The Better Man Team will lead an “Ask Me Anything” (AMA) session for your company, promoting and driving the conversation around engaging men in the workplace. Support your staff with the opportunity to ask questions about heart-based leadership without shame or blame. *Valued at USD5K*

PR & MESSAGING: Targeted Campaigns: Ads & Audiences Spotlight

Participating organizations will have their logo displayed on our website, throughout our social media, email and digital campaigns as well as PR placements, the best way to get your dedication to inclusion on the record.

TICKETS: Including your team in the Better Man Conference gives them the opportunity to see their workplace leading the effort for equity and inclusion.

We encourage you to connect with us to create a package that accommodates your organization's budget and goals.





MOODY'S

