

EVENT CONSULTING



CONVENE A CONVERSATION WITH GLOBAL ATLANTA

Global Atlanta Events help brands, companies and investment agencies engage an unrivaled network of international decision-makers in Atlanta by tapping into local knowledge that only comes from three decades of reporting on the city's ties with the world.

EVENT CONSULTING



GLOBAL ATLANTA EVENTS ARE...

Locally Sourced. Gain our unique perspective and exclusive international expert directory to find the most relevant and engaging speakers in the city.

Informative & Actionable. Bring our digital publication into the real world, decoding the global economy and fostering connections.

Custom, Creative, Conversational. Surface untold stories and connect disparate dots using engaging conversation rather than presentation.

Industry-Focused & International. Highlight industries where Georgia's profile is on the rise, showcasing varied perspectives and a diversity of voices with a global vantage point.

EVENT CONSULTING

EXECUTIVE ROUNDTABLES & RECEPTIONS

- Private (potentially off-the-record) discussions or interview format to display deeper expertise
- Tailored for deeper connections with curated audience
- Limited space, built around memorable experiences in attractive venues

Colombia's Atlantic Advantage
NEARSHORING OPPORTUNITIES IN BARRANQUILLA

Investment Seminar & Reception | August 16 | 5-7pm | Midtown

Smith Gambrell Russell
PROCOLOMBIA
EXPORTACIONES TURISMO INVERSION MARCA PAIS

Global Atlanta
PRO BARRANQUILLA 35 ANOS

Join Us»

Barbados:
Building Bridges
with Atlanta

Ethiopian የኢትዮጵያ

MILLER & MARTIN PLC

Global Atlanta

Chibamba Kanyama
Zambian Ambassador to the U.S.

Mizinga Melu
CEO, Absa Bank Zambia Plc

Ceaser Siwale
CEO, Pangaea Securities

BANKING ON A BETTER FUTURE
Zambia's Embrace of Enterprise With Equity

Thursday, Sept 7
12 Noon | Midtown

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GLOBAL FORUMS

- A public, on-the-record conversation
- Aimed at generating the widest brand awareness
- 3-5 Speakers or Panelists with a broader survey of topic
- Far-reaching direct email promotions and follow-up coverage to maximize content “shelf life”
- Photography and videography available as an add-on to bring the event to life.



Global Atlanta Georgia Tech Atlanta Global Studies Center Georgia State University

BOLLYWOOD TO BOARDROOMS: HINDI'S RISE AS A GLOBAL LANGUAGE



Global Atlanta MILLER & MARTIN Ethiopian የኢትዮጵያ

SOUTH AFRICA & ATLANTA: PARTNERSHIP BEYOND POLITICS

EXPLORING A GRASSROOTS FUTURE FOR THE ATLANTA PHAMBILI INITIATIVE



Global Atlanta PRESENTED BY: ATLANTA INTERNATIONAL SCHOOL

CIRCULAR CITY

HOW ATLANTA TRADES SUSTAINABILITY INNOVATIONS WITH THE WORLD

MICHELIN emrgy Joulea SK

EVENT CONSULTING

<u>PRE-EVENT DELIVERABLES</u>	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Content Consulting (1 hr)	✓	✓
Written Event Copy	✓	✓
Marketing Material Graphics	✓	✓
Featured Event Listing	✓	✓
Targeted, Personal Email Invites	✓	✓
Standard Registration Form	✓	✓
Custom Registration & Contact Capture		✓
Pre-Event Communication	✓	✓

<u>PRE-EVENT DELIVERABLES</u>	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Speaker Recruitment	1-2	UP TO 5
Attendee Target	25-40	50-80
GlobalFlash Email	\$600	✓
Venue/Catering Consultation & Logistics*	✓	✓
Use of Global Atlanta Spaces*	✓	✓
Outreach to Partners for Event Venues*		✓
Preview Q&A with Key Players/Delegates		✓
One Month of Advance Web Ads	\$250	✓

- * Global Atlanta is not responsible for catering/venue costs
- * Global Atlanta space may incur staff/cleaning fees
- * Partner Event Venues may incur fees
- * Photography & Videography available as an add-on charge

EVENT CONSULTING

<u>DAY-OF</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Logistics - Registration & Check In	✓	✓
Venue/Catering Coordination	✓	✓
Interview and Panel Moderation	✓	✓
Sponsor Welcome Remarks	✓	✓
Banners & Logos Present	✓	✓
Produced Event Video(s): Full Discussion & Highlight Reel	\$750	\$750
Single-Camera Streaming Option		✓
Photography	\$250	\$250

<u>FOLLOW UP</u> DELIVERABLES	 EXECUTIVE ROUNDTABLE	 GLOBAL FORUM
Email Follow Up Contact/Resources Incl.	✓	✓
Basic Attendee Info	✓	✓
Customized Registration Info Collected		✓
Social Media Posting + Mentions		✓
Event "Homepage" URL on Global Atlanta with Event Assets		✓
Optional Post-Event Survey		✓

Contact Michal Jensby, Events & Partnerships Director
mjensby@globalatlanta.com to book an event.