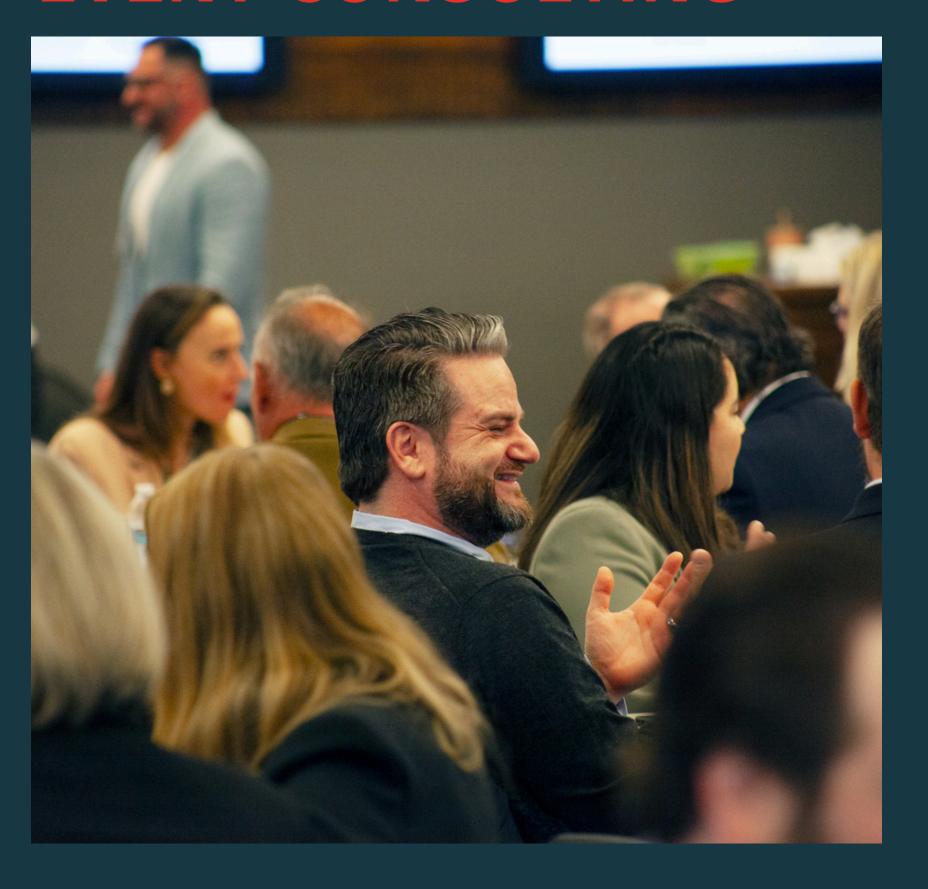




CONVENE A CONVERSATION WITH GLOBAL ATLANTA

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.

updated June 2024



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 diverstiy of voices with a global vantage point.

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







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 & Video Assets to bring the event to life







		8
PRE-EVENT DELIVERABLES	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		✓

		A)
PRE-EVENT DELIVERABLES	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

		A)
DAY-OF DELIVERABLES	EXECUTIVE ROUNDTABLE	GLOBAL FORUM
Logistics - Registration & Check In		✓
Venue/Catering Coordination		✓
Interview and Panel Moderation		✓
Sponsor Welcome Remarks		✓
Banners & Logos Present		✓
Event Video Recording		✓
Single-Camera Streaming Option		
Photography		

FOLLOW UP 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.