

THE NINTH ANNUAL
**EUROPEAN
LEADERSHIP
FORUM** **BusinessWeek**
EVENTS

LONDON 17th NOVEMBER 2009

IF YOU'RE NOT THINKING FORWARD, YOU'RE MOVING BACKWARD





THE EUROPEAN LEADERSHIP FORUM

IF YOU'RE
NOT THINKING
FORWARD
YOU'RE MOVING
BACKWARD

BusinessWeek's Ninth Annual European Leadership Forum will bring together the most influential business leaders and policymakers to provide unrivalled insight into the latest issues, trends and strategies dominating the European and Global business agenda.



This flagship, thought leadership event is designed to highlight the experience and insight of business leaders from Europe's best performing companies to generate ideas and drive business forward.

“ This is an outstanding event that is well organised, has an excellent agenda and roster of speakers and participants. It stands out from the plethora of similar events that are held in London. ”

Thomas Butler,
CEO, Anglo-Romanian Bank

ANNUAL GATHERING OF EUROPE'S BUSINESS ELITE



CANDID
DISCUSSIONS
FRAMING
GLOBAL
ISSUES

Global Interaction

The European Leadership Forum will be a truly global event with a live audience in London engaging via collaborative technology with colleagues in Asia and North America. In addition, internet users will be able to participate via a live, dynamic webcast.

The interactive format features keynote addresses, panel discussions, breakout sessions, executive interviews, live strategic debates and Q&As with the highest level leaders.

Influence & Networking

Up to 250 executive peers attend from across Europe.



HIGH-PROFILE SPEAKERS

ATTRACTING
THE
BUSINESS
ELITE

The primary key to the success of the forum has been the strength of the speaking program, which consistently features Europe's top policymakers, chief executives and opinion formers; operating in sectors ranging from automotive, aerospace, energy, media, technology, banking and finance.



“ I really enjoyed the event; very well organised; speakers were excellent and I particularly valued the afternoon session on Energy. ”

Bob Pettigrew,
Non-Executive Chairman,
ACAL Energy

Past speakers have included:

- **Neelie Kroes**, Commissioner for Competition, European Commission
- **Stephen Ridgeway**, CEO, Virgin Atlantic
- **Michel Demaré**, Executive Vice President & CFO, ABB Ltd
- **Lord Browne**, Former Group Chief Executive, BP
- **Rudy Provoost**, CEO, Philips Consumer Electronics
- **Jeroen van der Veer**, Chief Executive, Royal Dutch/Shell Group
- **Pierre Jean Everaert**, Chairman, Interbrew
- **Michael Treschow**, CEO, AB Electrolux
- **Jean-Claude Trichet**, Governor, Bank of France
- **Thierry Moulonguet**, CFO, Renault
- **Edward de Bono**, Creative Thinking Author & Educator
- **Helge Lund**, President & CEO, Statoil
- **Stuart Gulliver**, Chief Executive, Corporate, Investment Banking & Markets, HSBC
- **Philippe Chalon**, CIO, Total
- **David Michels**, Group Chief Executive, Hilton Group
- **Dr. Hervé Gallaire**, CTO, Xerox Corp
- **Dominique de Villepin**, Minister of Foreign Affairs, France
- **Domenico de Sole**, Chairman, President & CEO, Gucci Group
- **Francesco Trapani**, CEO, Bulgari
- **Gérard Mestrallet**, Chairman & Chief Executive, Suez
- **Lindsay Owen-Jones**, Chairman & CEO, L'Oréal



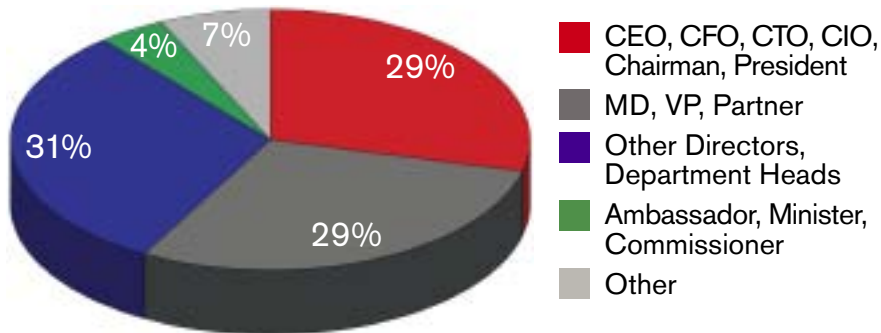
SENIOR-LEVEL ATTENDEES

INTERACT
WITH
EUROPE'S
PREMIER
EXECUTIVES

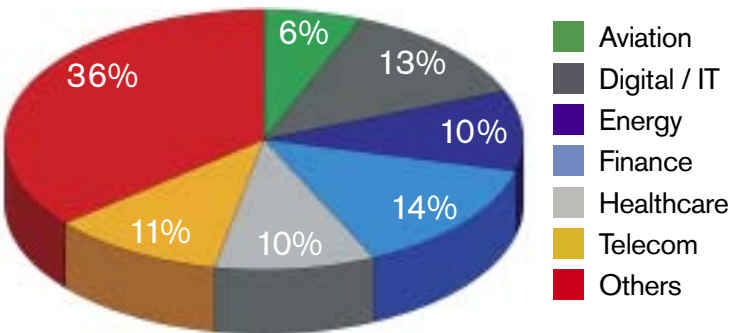
The European Leadership Forum is an invitation-only event, promoted exclusively to senior business executives and influencers, representing more than 20 countries.



Delegates by Job Title:



Delegates by Industry:



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Harness the power of the BusinessWeek brand by partnering with the European Leadership Forum to effectively position your company's marketing message to an exclusive audience of forward-thinking opinion leaders.



UNIQUE
EXPOSURE
TO AN
INFLUENTIAL
AUDIENCE

All sponsors will be included in a comprehensive, integrated promotional plan before, during and after the event.

There are three levels of partnerships:

- Lead
- Corporate
- Supporting

Lead Sponsorship: \$300,000

- **Intellectual Capital:** Involvement in shaping event concepts, agendas and marketing materials, as well as prominent speaker opportunities for your company's senior level executives
- **Access:** Up to 45 complimentary conference registrations for key customers, a further 15 for company executives
- **Exclusivity:** Category ownership
- **Tailored, Private Event:** Assistance from BusinessWeek Events in developing an additional half-day, industry-focused event or custom designed activity for your clients
- **Integrated Media Exposure:** Significant added value program leveraging BusinessWeek Magazine and BusinessWeek.com:
 - 1x full-page brand ad within European Leadership Forum special report in BusinessWeek's Global Edition, plus 1,000 reprints
 - 5x full-page brand ads in European distribution of the Magazine
 - Special online report with 500,000 impressions plus ROS; exclusive rights to video pre-roll
- **Promotional Exposure:** Primary "Sponsored by..." tag/logo on all promotional print, online and event-related materials

“ Thank you for a really useful day. The best part was that it was a genuine conference, with people sharing views all day either through the panels and facilitated Q&A or the roundtables. The quality of panel members was excellent. I particularly found the roundtable discussion very useful. It was good to have a serious amount of time to discuss the key issues in my sector with senior level peers. Also, the networking was of a high calibre too. Thank you for an enjoyable event. ”

Peter Barrett, Marketing Director, Financial Services, Fujitsu Services

Corporate Sponsorship: \$125,000

- **Intellectual Capital:** Involvement in the editorial content of the event, in partnership with BusinessWeek Events
- **Access:** Up to 30 complimentary conference registrations to invite appropriate level clients and/or for client's own senior executives
- **Exclusivity:** Category ownership
- **Tailored, Private Event:** Assistance from BusinessWeek Events in developing an additional half-day industry-focused event or custom designed activity for your clients
- **Integrated Media Exposure:** Significant added value program leveraging BusinessWeek Magazine and BusinessWeek.com:
 - 1x full-page brand ad within European Leadership Forum special report in BusinessWeek's Global Edition, plus 1,000 reprints
 - 3x full-page brand ads in European distribution of the Magazine
 - Special online report with 250,000 impressions plus ROS
- **Promotional Exposure:** "Sponsored by..." tag/logo on all promotional print, online and event-related materials

Supporting Sponsorship: \$80,000

- **Access:** Up to 20 complimentary conference registrations
- **Integrated Media Exposure:** Added value program leveraging BusinessWeek Magazine and BusinessWeek.com:
 - 3x full-page brand ads in European distribution of the Magazine
- **Promotional Exposure:** "Sponsored by..." tag/logo on all promotional print, online and event-related materials



CONTACT US
NOW ABOUT
SPONSORSHIP

Jonathan_FosterKenny
@BusinessWeek.com

+44 20 7176 6002

BusinessWeek

EVENTS

20 Canada Square
Canary Wharf
London, E14 5LH
Tel. +44 20 7176 6002
Fax. +44 20 7176 6030