



International Women's Day Great Debate

**A unique opportunity to partner
with Australia's preeminent leadership
advocacy organisation.**





**LEADERSHIP
MATTERS.**

AIM BELIEVES THAT LEADERSHIP MATTERS!

For 75 years AIM has been helping people become better managers, and managers become great leaders.

As the peak body for managers and leaders we believe that leadership matters. This belief lies at the heart of everything we do and say. With more than 12,000 individual and corporate Members – and a further 5000 organisations that buy our diverse range of management and leadership products and tools – AIM is the *go to organisation for professional managers and leaders*. We believe that great managers and leaders make decisions that impact people's lives and that this impact is felt well beyond the workplace.

With the right tools, resources, networks and focus, these decisions can - and do - have a positive impact on society.

This view is captured in AIM's Vision;

Better Managers. Better Leaders. For a better Society.

AIM BELIEVES THAT DIVERSITY MATTERS.

Since its inception in 1941, AIM has had a proud history of advocating for increased diversity in the Australian workplace. We believe that a diverse workforce reflects the diversity of Australian society.

By investigating, discussing and advocating for older workers, young managers, gender diversity, LGBT leaders and greater cultural diversity generally, we hope to begin affecting real change diversity in Australia. In short, for AIM, **Diversity Matters**.

Our Diversity Matters portfolio includes a number of exciting diversity focused initiatives, including the **International Women's Day Great Debates**, the **AIM Emerging Leaders Board** and **Emerging Leaders Program**. Each of these is a vehicle to promote greater diversity in the Australian workplace.

Some of our other flagship programs/events include **AIM Outstanding Leaders Series** and the **AIM Leadership Excellence Awards**.





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AIM INTERNATIONAL WOMEN'S DAY GREAT DEBATE BRISBANE. SYDNEY. MELBOURNE.

AIM has supported the global International Women's Day (IWD) initiative since 1998. The AIM IWD Great Debates have become institutions in their respective states.

The AIM International Women's Day Great Debates are designed to celebrate the importance of gender diversity in the workplace and throughout society.

The direct reach of AIM's IWD events is huge. Expected attendance figures are:

Brisbane	100 corporate tables of 10	1000 guests
Sydney	40 corporate tables of 10	400 guests
Melbourne	40 corporate tables of 10	400 guests

AIM IWD events will also be run in regional locations.

Event format

Each IWD event is an old school, long-lunch style debate starting at around midday and finishing at 2:30pm. The debates themselves see six hand-picked, interesting and opinionated Australian leaders debating each other in two teams (the *negative* and the *affirmative*). To keep things on track and on time, an equally interesting and witty MC is on hand to keep things clean, on-topic and, of course, to stop too much fur flying.

In short, it's a whole load of debating fun over a longish lunch to celebrate an internationally significant, diversity-focused day!



International
Women's Day
Great Debate



2017 IWD Events

International Women's Day is celebrated globally on March 8, 2017 and the AIM IWD Great Debates will be in the following locations:

- Brisbane: Brisbane Convention & Exhibition Centre
- Sydney: Doltone House – Hyde Park
- Melbourne: RACV City Club

Event Fundraising

The AIM IWD Great Debate Series provides a great opportunity to raise funds for local grassroots causes. Last year, the amount raised at AIM's IWD series was more than \$44,000. Funds are raised through the 'What Women Want' charity raffle.

In 2017, the funds raised by the raffle will go to Project Futures (www.projectfutures.com), our charity partner. An organisation which raises funds for support services and empowerment projects in areas where women and girls are at greater risk of being abused, trafficked, and coerced into sex slavery.

By donating a prize in each location, you are able to reach to more than 1,500 event attendees on the day and will receive the following benefits;

- Thank you from the MC during the announcement of raffle prizes
- Logo projected on the big screen and within the program as a prize donor
- Your business tagged in a 'thanks to our sponsors' tweet

Our MC's for 2017 are:



Melbourne:
Jane Caro
Social commentator
and columnist



Brisbane:
Erin Molan
From the Logie-
award winning NRL
Footy Show



Sydney:
Gretel Killeen
Gretel Killeen, TV
personality and
comic



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DOES DIVERSITY MATTER TO YOUR ORGANISATION? WHY NOT PARTNER WITH AIM!

Partnering with AIM at the IWD Great Debates offers your organisation the following FOUR benefits;

1. **Brand alignment** to a series of fabulous, iconic events across three locations.
2. Direct event marketing reach of more than **1,200 Corporate Members**.
3. Total reach to a **Membership of more than 15,000**, an **active database in excess of 100,000**, **social media reach of more than 50,000**.
4. **Access to a multi-channel platform** that includes print (AIM's *Leadership Matters* bi-monthly magazine), on-line (AIM's two monthly newsletters *Leading Edge* and *Insight Edge*), social media (AIM has significant LinkedIn, Facebook and Twitter accounts).

Specific International Women's Day Partnership Opportunities

AIM IWD DEBATE PARTNER (ONE ONLY)

The Partner Package includes all listed events in QLD, NSW and VIC. It offers direct event reach to more than 1,500 event attendees across all locations. The total reach for IWD is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's flagship Diversity Matters events.

As the single IWD Debate Partner your organisation will receive the following unique benefits:

- Two complimentary seats at the VIP table at each of the three AIM International Women's Day 2017 events
- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech and AIM address at each International Women's Day 2017 event
- Prominent (on stage) display of one pull-up banner at each International Women's Day 2017 event
- Expo zone display (trestle table size) at each International Women's Day 2017 event;
- Debate Partner's logo displayed on the AIM website in association with advertising supported events, including a link to your website
- Logo displayed (parallel to AIM Logo) on all relevant marketing relating to each International Women's Day 2017 event
- Exclusive Naming rights to the Charity Raffle at each event. This will provide significant exposure as the Raffle will be talked about throughout the event and it will be directly linked to the on-the-day fundraising for local, grassroots charities
- Special *Partnership Rate* for purchase of additional tickets to all International Women's Day 2017 events
- Opportunity to advertise in one of AIM's promotional channels pre or post events
- Company representative to draw the Charity Raffle and say a few words about your exclusive support of the IWD events
- A profile article in AIM's *Leadership Matters* magazine, plus 1 x half page advertisement
- A profile article on AIM's *Leadership Matters* online magazine
- Link to sponsor's website included in the 'thank you for participating email' sent to attendees the following business day.

Investment \$30,000



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AIM IWD GOLD PARTNER (TWO ONLY)

As a Gold Partner your organisation will be very closely associated with an event that directly reaches more than 1,500 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

IWD Gold Partners will receive the following benefits:

- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech and AIM address at each International Women's Day 2017 event
- Prominent (in room) display of one pull-up banner at each International Women's Day 2017 event
- Expo zone display (trestle table size) at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event
- Link to sponsor's website included in the 'thank you for participating email' sent to attendees the following business day

Investment \$20,000

AIM IWD SILVER PARTNER (FOUR ONLY)

As a Silver Partner your organisation will be closely associated with an event that directly reaches more than 1,500 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

IWD Silver Partners will receive the following benefits:

- Five complimentary tickets at each of the three AIM International Women's Day 2017 events (seating will be allocated to an 'A' position table)
- Acknowledgement in the Master of Ceremonies' speech at each International Women's Day 2017 event
- Prominent display of one pull-up banner at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event

Investment \$10,000



AIM IWD MEDIA PARTNER (ONE ONLY)

As the IWD Media Partner your organisation will be directly associated with an event that reaches more than 1,500 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

The IWD Media Partner will receive the following benefits:

- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech at each International Women's Day 2017 event
- Prominent display of one pull-up banner at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event

Investment to be agreed

AIM IWD TAILORED PARTNERSHIPS

If you would like to discuss an alternative tailored partnership solution for the AIM IWD Series please contact the AIM IWD Team directly on 07 3227 4823.

SUMMARY

AIM's International Women's Day Series offers your organisation the ideal opportunity to demonstrate that Diversity Matters! Partnering with AIM around these iconic events offers you the following benefits:

- Direct association with a renowned international day that celebrates and promotes gender diversity in the workplace
- Align with a great national leadership organisation
- Significant visibility at three large, well-attended events across Brisbane, Sydney and Melbourne
- Support for local charity, Project Futures, who are aligned with International Women's Day



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#iwddebate

#iwd2017