

# INTERNATIONAL WOMEN'S DAY BREAKFAST EVENTS 2018

Sponsorship prospectus



# INTERNATIONAL WOMEN'S DAY



## About the event

To celebrate International Women's Day, AHRI is proud to present breakfast events in Sydney, Canberra, Melbourne and Brisbane. These events will bring together HR professionals, business leaders, and those who champion this international celebration of women.

AHRI are pleased to announce the guest speaker for 2018 is Zelda La Grange, former private secretary to Nelson Mandela.

	2018 event date	2017 attendance
Sydney	6 March	196
Canberra	7 March	140
Melbourne	8 March	260
Brisbane	9 March	205

# Zelda La Grange

## Biography

Zelda la Grange was born in apartheid South Africa. After her secondary education, she completed a 3-year National Diploma. She started her career in 1992 at the Department of State Expenditure, and in 1994 applied for a job in the Office of the first democratic Presidency.

In 1999, President Mandela hand-picked her from his personal staff to remain in his services beyond retirement.

Together with Professor Jakes Gerwel, Zelda was the only other founding staff member of the post-Presidential Office of Mr Nelson Mandela from where the Nelson Mandela Foundation was established. Zelda served President Mandela in various capacities over 19 years including Executive Personal Assistant, Spokesperson, Manager of Stakeholder relations, Aide-de-camp and Manager of his private office until his death on 5 December 2013.

Zelda has been awarded by a number of organisations for her dedication and service to the late Nelson Mandela. She currently serves as the Patron for the First for Women Foundation, non-executive Director of the non-profit organisation Healing Hands, and annually acts as a co-ordinator of Bikers for Mandela Day through which she pays tribute and disseminates the lessons learnt from her former boss in a charitable way. She is also a part-time employee of the Foundation for Professional Development where she presents leadership training. Zelda continues to inspire people through her speaking by sharing her life experiences.

On June 19th 2014 she published her memoirs entitled “Good Morning, Mr Mandela”. It is a story of love and hope in which Zelda shares her life, and how serving Nelson Mandela for 19 years has had an impact on her life. She inspires through storytelling, and shares some of the most private and public moments during her time at the side of the international statesman.

Zelda's book was announced as ‘Best Seller of the Year’ in 2014 in South Africa, and in 2015 in Brazil - with a population of over 200 million people, the book reached the top 10 best seller list. The book has been translated into ten languages and is distributed in 15 countries, in addition to all the Commonwealth nations.

New York based Maven Pictures’ Trudie Styler, Celine Rattray and Jacqui Lewis obtained the rights of “Good Morning, Mr Mandela” in 2016 for adaptation into film.



# IWD EVENT SPONSOR \$12,000 + GST



## Sponsor Entitlements

### Pre Event

- Logo and link on IWD webpage on [ahri.com.au/iwd](http://ahri.com.au/iwd) and sponsored state specific page
- Logo on AHRI events landing page for January 2018 – March 2018
- Logo on one dedicated EDM to be sent to the sponsored state database
- Logo on 'What's on at AHRI' EDMs sent during January 2018 – March 2018 (over 30,000 contacts)
- Logo on IWD ad in HRM magazine (subject to timing)
- Logo on promotional postcards (subject to timing)

### Onsite

- Sponsor acknowledgment during event opening
- Sponsor address at event (max 5 minutes)
- Logo on electronic session holding slides
- Single trestle table exhibition display during registration

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## Sponsor Entitlements

### Onsite cont.

- Opportunity to place a standard size banner in the main room and at entrance of the room
- Opportunity for business card draw or give away to be announced at the event, provided and coordinated by sponsor
- Opportunity to provide a small gift or give away for each participant (to be placed on delegates' tables or chairs)
- Four (4) complimentary Breakfast registrations, includes staff manning exhibition display

### Post Event

- Access to delegate details - company, first and last name, title, state and email address  
(excluding where details not provided and for those who opt out)
- One sentence included in post event survey with sponsor contact details
- Logo and link on post event email to sponsored state



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