

***'Trailblazing'* ◦ ◦ ◦ The Beacon Summit 2010**

**Wednesday, 6th October 2010  
Somerset County Cricket Ground  
Taunton TA1 1JT**

***"A leader is a dealer in hope"- Napoleon Bonaparte***

The Beacon Summit will focus on leadership in the future world of business; helping business leaders create more robust and profitable companies

**Audience profile:** 150- 200 MDs & CEOs from many of the South West's successful, high growth businesses. (The Beacon Summit attracted audiences in excess of 160 in 2008 and 200 in 2006)

**Keynote Speakers:**

**Sir Ian McGeechan**, head coach of the British and Irish Lions tour to South Africa in 2009. He is chairman of Sportscoach UK, a charitable organisation and the lead agency for the development of the UK coaching system. Ian has links with the South West, working with Gloucester Rugby Club in an advisory capacity, and recently taking up the post of performance director at rivals, Bath Rugby, in June 2010. He will share his vast experience on coaching for performance and success.

**Dennis Turner**, HSBC's Chief Economist and one of the UK's leading economists. Dennis will present a frank, insightful and balanced view on economic issues.

**Floyd Woodrow** MBE DCM LL.B has seen combat as a member of the SAS; decorated for gallantry, Floyd is now an international businessman and is operations director for Cerberus. Floyd will address his favourite themes of creating a vision; robust and flexible decision making; and how to be ruthless when necessary.

**Breakfast Workshop:**

**John Mc Mahon** will introduce delegates to his unique perspective on business and the means by which companies can create, exploit and sustain competitive advantage.

John McMahon is an internationally acclaimed business development specialist with over 20 years experience advising business He has worked with over 200 businesses in the UK and has consulted extensively in Europe, North America and Asia including assignments on behalf of the EU, the World Bank and the UN.

**Ticket Prices**

£125 plus vat for first ticket per company, 20% discount for all other tickets per company

**• 20% discount on first ticket per company for bookings made before 15<sup>th</sup> August 2010**

## Sponsorship and Promotion Opportunities

### Main sponsorship - £5,000 + vat

- a) 8 tickets to the Summit
- b) One of three exclusive major stands in the main hall, providing continual display throughout the event.
- c) Distribution of one piece of your literature with every delegate pack
- d) A dedicated page linked to the Beacon Summit website area
- e) Your logo on our pre and post event marketing literature and event literature as 'event sponsor' (providing sponsorship is agreed before material is printed)
- f) Part of pre and post event PR
- g) Opportunity to run a pre-event breakfast session/workshop for invited delegates

**For further information, please contact; [colin.halsey@beaconsw.org](mailto:colin.halsey@beaconsw.org)**

### Promotion opportunities

With an audience of between 150 to 200 senior decision makers from successful South West businesses, The Beacon Summit offers a number of opportunities for delegates to increase the awareness of their businesses. These include:

#### 1. **TablePlus - £990 + vat**

- a) Pre-assigned table in conference and 8 tickets
- b) Table sign displaying company name & opportunity to 'decorate' table with suitable marketing material
- c) Your display in lunch/reception area (max 1.5m wide x 1m deep)
- d) Company logo to be displayed on the list of associate sponsors in the main hall

#### 2. **TicketPlus** - In addition to the conference ticket, a delegate can buy all or any combination of the following:

- Literature in conference display area - £50
- Display in lunch area (max 1.5 wide x 1m deep) - £100
- An 'offer' to be distributed in every delegate pack (this opportunity is limited) - £150
- Large stand (2.5m x2m) in lunch/reception area (opportunities are limited) - £250
- Logo on the Beacon Summit website area + Logo on the list of associate sponsors in packs and in main conference area - £100

This list is not exhaustive and Beacon is open to other suggestions.

**To discuss your company's requirements, please contact; [maddie.pagedove@beaconsw.org](mailto:maddie.pagedove@beaconsw.org)**