

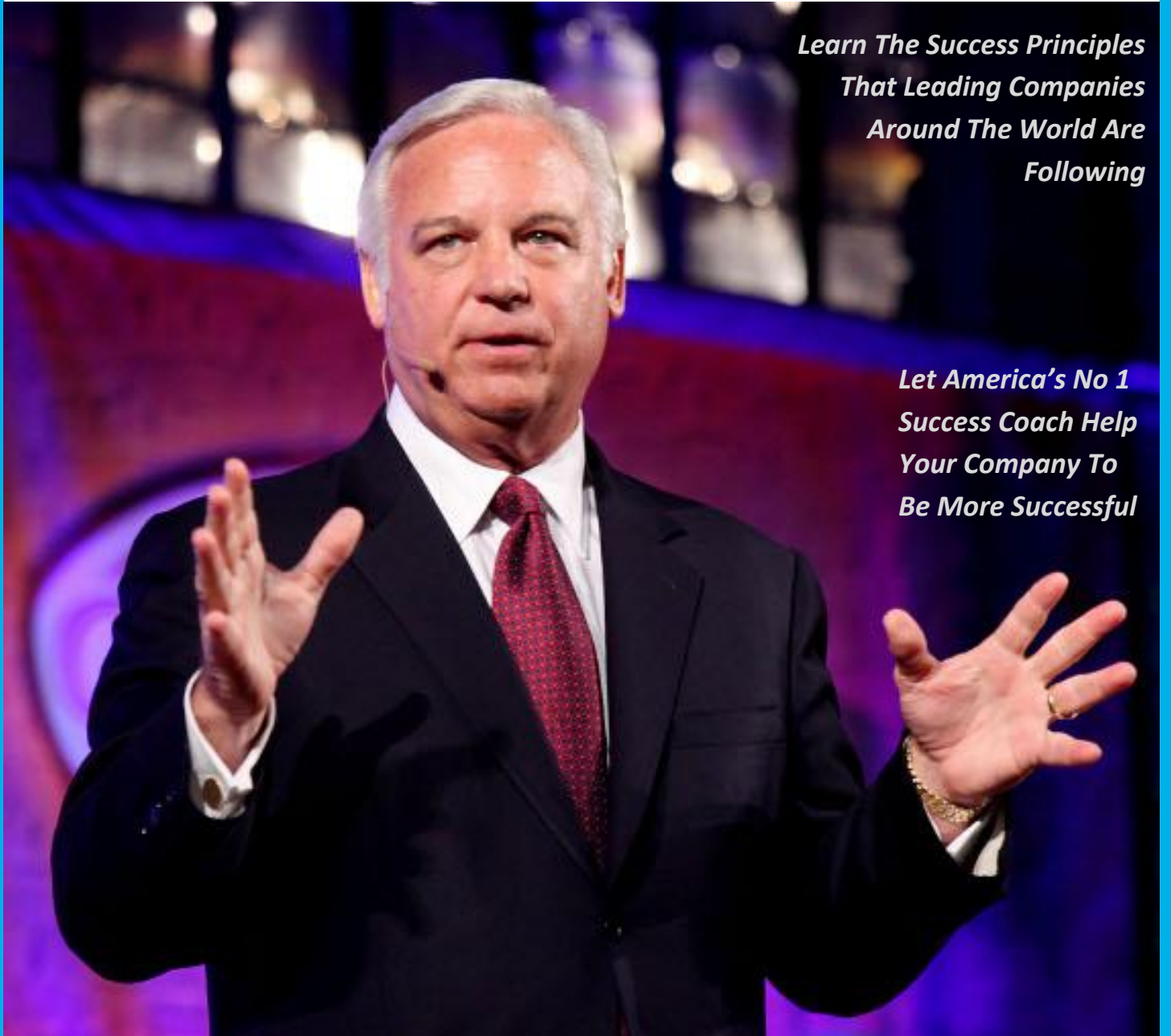


the • one • event

## Corporate Event Proposal

*Learn The Success Principles  
That Leading Companies  
Around The World Are  
Following*

*Let America's No 1  
Success Coach Help  
Your Company To  
Be More Successful*



**Bring the Power of Change to your Organization**  
***With The Success Principles by Jack Canfield – LIVE 2013!***

# Jack Canfield

The Success Principles by Jack Canfield - LIVE!



## INTRODUCTION

BRING THE POWER OF CHANGE TO YOUR ORGANIZATION and join companies such as **Citibank, Merrill Lynch, Glaxo Smith-Kline, Federal Express, Virgin Records, KFC, Sony Pictures** and many more to achieve greater success.

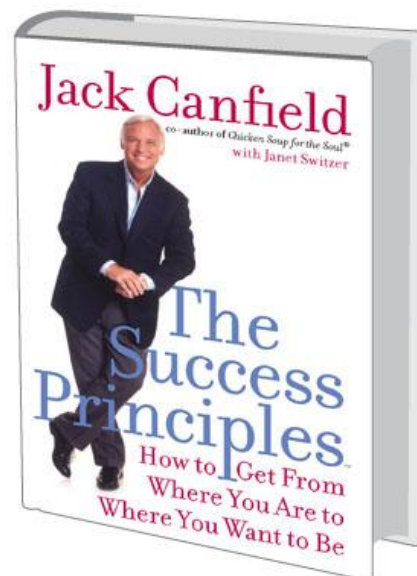
### Does your organization want to...

- • increase sales, income or output
- • expand creativity
- • enhance problem-solving
- • boost staff motivation
- • improve customer service
- • or just find more balance?

Then Jack Canfield, America's #1 Success Coach, is the solution.

For more than 30 years, Jack has been coaching and training corporate leaders, entrepreneurs and educators to accelerate the achievement of their personal and professional goals. He has helped many leading organizations including those mentioned above, to get from where they are to where they want to be.

Jack has a message of success which he is bringing to Ghana for his **first ever speaker event in Africa**.



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## ABOUT JACK CANFIELD

Jack Canfield is one of the most sought after motivational speakers and coaches on the planet and a leading authority in the areas of self-esteem, achievement motivation and peak performance.

As the author of 60 bestsellers including 'The Success Principles' and CEO of the wildly successful Chicken Soup for the Soul Enterprise, a billion dollar empire, he is uniquely qualified to talk about success.

He is a Harvard graduate with a Master's Degree in psychological education and has spent over 30 years studying and reporting on what makes successful people different. He shares this critical insight with countless audiences internationally, through the media, with companies, universities and professional associations.

The recipient of numerous professional and civic awards, he has been featured on 100s of TV and radio programmes worldwide including **Oprah**, **Larry King Live**, **CNN's Talk Back Live**, **NBC** and many others.



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## THE SUCCESS PRINCIPLES

### How to Get From Where You Are to Where You Want to Be™

Greater levels of performance and achievement are attainable by anyone. Yet most people have never learned the proven self-empowerment tools and time tested performance strategies that are the basis for personal and professional success. Over his 30-year career, Jack Canfield has developed the specific methodology and results-oriented activities required to help participants take on greater challenges and produce breakthrough results.

Jack's Ten-Step Action Plan shows exactly how to plan for and create greater achievement and for the first time in Africa, Jack is going to personally teach a select group of Ghanaian organizations on how to use his best and most powerful success principles.

The Success Principles Seminar is designed to help professionals make dramatic shifts – in just 1 day, as participants can expect to learn proven peak performance strategies such as:

- The **three key differences** that separate super high-achievers from everyday people
- The single success discipline that can put anyone in **the top 1% of their field**
- The **4 new success techniques** that can change your life the fastest
- **Master “The Rule of 5”** to create powerful achievements
- How to use **“The Disciplines of Success”** — actual daily success strategies you can apply for personal and professional growth
- ...and much more



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## TARGET AUDIENCE

Positive and profound changes are the results when you, your employees and clients experience

The Success Principles by Jack Canfield - LIVE!

Audience members will experience immediate results by putting the principles into practice, right at the event. As a teacher from one of the bestseller hit DVD movies of all times **THE SECRET**, Jack goes one step further and integrates “**The Law of Attraction**” into his message, empowering the audience to manifest and visualize their true goals, producing an experience like no other.



## WHO WILL ATTEND

One company from each of the following sectors will be invited to attend this exclusive event:

- Energy
- Finance - **BOOKED**
- Hospitality
- Manufacturing
- Pharmaceuticals
- Professional services
- Technology
- Telecommunications

About 600 key business influencers (C-Suit Level Executives, Directors and Managers) from major companies across Ghana will participate in the Jack Canfield event.

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## THE PROGRAMME & FORMAT

**Date:** 2013 (Exact date to be confirmed)

**Venue:** Movenpick Ambassador Hotel,  
Independence Avenue, Ridge,  
Accra, Ghana

**Time:** 08.00 – 17.30 Main Event  
19.30 – 22.00 VIP Dinner

ACTIVITY	TIME
Networking Breakfast	08.00
Jack Canfield - LIVE	09.30
Lunch	12.30
Jack Canfield - Live	14.00
Jack Canfield Book Signing & Photography	17.30
VIP Dinner With Jack	19.30
Close	22.00

To be held at the prestigious 5\* hotel, Movenpick, the event will be formatted in a uniquely high end fashion befitting of an event of this calibre:

- The main event will be held in the banquet hall of the hotel featuring state of the art technology and a stylishly dressed stage
- The Networking Lounge will give our partners the opportunity to showcase their brand in a relaxed, informal and distinctive style – each partner to decorate their open plan slot as a lounge utilizing their corporate colours
- There will be the opportunity to purchase Jack Canfield books and have them signed by the man himself as well as take pictures with him
- The event will close with an exclusive VIP dinner with Jack Canfield at the hotel



Jack Canfield Event - USA

# Jack Canfield

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## MARKETING ON ANOTHER LEVEL

A high profile and targeted marketing campaign will be implemented in order to raise awareness of the event to the corporate market and to promote our partners and their association with such a prestigious event. We will employ traditional marketing tactics executed in a non-traditional manner to generate the highest levels of awareness for the event and our partners.

Marketing activity will commence a month before the event and onwards to create as much buzz as possible close to the event date.

### MEDIA PARTNERSHIPS

Our media partners will include a leading business magazine and newspaper, who will work with us to publicize the event via uniquely designed print advertisements and editorial placements (news & interviews).

### ADVERTISING

Visual images (still & moving) of Jack Canfield and our partner logos will be projected onto key landmarks across Accra in the weeks leading up to the event delivering a marketing campaign like no other in Ghana.

### ONLINE

A section on *The One Event* website dedicated to the event will be promoted on all marketing outputs and will include all our partners' logos with links to their sites. Taster snippets of Jack Canfield interviews, events, seminars and tips will also be featured on the site.



# Jack Canfield

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## PARTNERSHIP BENEFITS

We are offering potential partners with the first option to take advantage of this exclusive opportunity and key benefits:

- Opportunity for key personnel within your organization to learn peak performance strategies from a world class expert that will help your company to be more successful across all areas
- By participating in this event, you will be demonstrating a clear commitment to personal and professional growth within your organization and fostering a culture of success
- Visible association with this exclusive event and the first in Africa to feature America's #1 success coach will enhance the reputation and profile of your organization
- Opportunity to network with like-minded professionals and organizations
- As the only company within your sector to benefit from Jack Canfield's peak performance strategies, this will provide you with an edge over your competitors
- Extensive branding for your organization via the marketing campaign and at the event, achieving high levels of awareness amongst key audiences
- Opportunity to attend the highly sought after private VIP dinner with Jack Canfield and have a one-to-one with the master of success
- A complimentary pass for one year to Jack Canfield's Inner Circle Club giving you the opportunity to discover the private club that keeps high achievers worldwide motivated and on task to achieve their biggest goals



# Jack Canfield

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## PARTNERSHIP BENEFITS

### SIGNAGE AND PROMOTIONS

- Corporate logo on event materials, branding and signage
- Verbal recognition as corporate partner by host at regular intervals during the event
- Unique and branded items in event goody bags for attendees to take away

### HOSPITALITY

- 100 or 50 tickets to the event (depending on level of involvement)
- Invitation to the breakfast networking session
- Invitation to VIP dinner with Jack Canfield (5 or 10 guests)
- Access to book signing with Jack Canfield
- Complimentary one year pass to join Jack Canfield's Inner Circle Club (limited passes)
- Company display in the Networking Lounge for the duration of the event

### MARKETING

- Logo/brand colours inclusion on event advertising
- Logo on event webpage with hot link to your company's website
- Program booklet listing
- A full or half page advertisement in the program booklet

	Partnership Option 1	Partnership Option 2
Number of tickets	100	50
Invitation to VIP dinner with Jack Canfield	10	5
On stage mention of partners	✓	✓
Goody bag provision/ inclusion	✓	✓
Logo inclusion on all advertising	✓	✓
Logo on printed materials	✓	✓
Logo inclusion on signage/ event branding	✓	✓
Logo on event website	✓	✓
Area for company display during event	✓	✓
Invitation to breakfast networking session	✓	✓
One year pass to Jack Canfield's Inner Circle Club (limited numbers)	✓	✓
Access to book signing session with Jack Canfield	✓	✓
Lunch provision	✓	✓
Programme book listing	✓	✓
Programme book ad	Full Page	Half Page

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## THE EVENT ORGANIZERS

### OUR MISSION

The One Event Ltd is a highly professional corporate event management agency whose principle commitment is to provide a service that goes well beyond the standard to deliver the most distinctive and inspirational events within Africa. As an award winning agency, our aim is to plan, coordinate and execute events that are on time, on budget and on point.

### OUR EXPERIENCE

Founded by Paschorina Mortty in 2006, The One Event has extensive experience of organizing high profile events in Europe and Africa. A wide range of clients spanning corporate, media, consumer, charity and public sector organizations have engaged our services to deliver the most successful events including conferences,

exhibitions, award ceremonies, gala dinners, launch and bespoke events.

Over the years, *The One Event* has worked with an array of world class speakers, including - Sir Michael Caine (Actor), Sarah Ferguson (Duchess of York), Rio Ferdinand (Manchester United), Ozwald Boateng (Fashion designer), Alexander Amosu (OK! Nigeria, Amosu Luxury), Boris Johnson (Mayor of London) and many more.



Sir Michael Caine  
(Actor)



Sarah Ferguson  
(Duchess of York)



Rio Ferdinand  
(Manchester United)



Ozwald Boateng  
(Fashion designer)



Alexander Amosu  
(OK! Nigeria)



Boris Johnson  
(Mayor of London)



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To find out more about the event or discuss partnership opportunities, please contact Paschorina Mortty:

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