



**2024 Women in Leadership Forum**  
**Shanghai, China**

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**Sponsorship Package**

**Global Marcom**



## Event Overview



Focusing on empowering women at senior levels, the Women in Leadership Forum has become a flagship event jointly held since 2013 by the Cheung Kong Graduate School of Business (CKGSB) and United.

As a platform for empowering female leaders, promoting gender equality in the workplace, celebrating success stories, and offering opportunities to create positive change, the Women in Leadership Forum offers unique insights from distinguished leaders, such as **Sheryl Sandberg** (former Facebook's COO), **Barbara Woodward** (then British Ambassador to China), **Jan Adams** (then Australian Ambassador to China) and **Jean Liu** (President of Didi Chuxing Technology Co), among many others.





## Event Overview



At the 2024 Women in Leadership Forum, with the participation of United Nations Global Compact, we will focus on female successors in the **family business** and the advancement of **women's leadership** across various sectors in China and around the world.

**Organizers:** CKGSB

**Time/Date:** 13:30 – 18:30, October 23, 2024

**Location:** TBD

**Projected Audience Size:** 400-500





2019

女性领导力  
论坛

### Event Figures:

- **90+** speakers
- **2000+** participants
- **1/3** participants are director level and above
- **Over 2 million** live-stream views
- **120+** Chinese and global media attended
- **1500+** media coverage

\*Data from 2013 – 2023 Women in Leadership events

The Power  
of Equality

平等的力量





# Speakers in the Past



**Sheryl Sandberg**

Former COO of Meta and  
Founder of Leanin.org



**Barbara Woodward**

UK Permanent  
Representative to the United  
Nations, then British  
Ambassador to China



**Jan Adams**

Secretary of the Department  
of Foreign Affairs and Trade  
of Australia, then Australian  
Ambassador to China



**Clare Fearnley**

Ambassador of New Zealand  
to China and Mongolia



**Helena Sangeland**

Ambassador of Sweden to  
China



**Maria Gustava**

Ambassador of the Republic  
of Mozambique



**Asa Torkelsson**

Former Regional Advisor on  
Women's Economic  
Empowerment, UN Women  
Regional Office for Asia and  
the Pacific



**Gabrielle Williams**

Minister for Mental Health,  
Minister for Ambulance  
Services, Minister for Treaty  
and First Peoples; then  
Minister for Women, then  
Minister for Youth and then  
Minister for Prevention of  
Family Violence; Victorian  
State Government of  
Australia



# Speakers in the Past



Jean Liu

President of Didi Chuxing Technology Co. (CKGSB Alumna)



Yang Lan

Prominent TV Presenter and Co-founder and chairperson of the Sun Media Group and the Sun Culture Foundation



Li Na

Former Professional Tennis Player (CKGSB Alumna)



Wei Sun Christianson

CEO, Morgan Stanley China, Co-CEO Morgan Stanley Asia Pacific



Xiaoping Yang

Former President of BP China, and Chairman of BP China Holdings



Greg Gilligan

Chairman Emeritus of the American Chamber of Commerce in China and PGA TOUR China Managing Director



Gill Zhou

Chief Marketing Officer, IBM APAC & Greater China Group (CKGSB Alumna)



Shirley Chen

Managing Director, China International Capital Corporation Limited, Executive Chairwomen, CICC Investment Management Committee, CKGSB Alumna



# Sponsorship Benefits

- Position your company as a thought leader on the advancement of female leadership and driving ESG in business growth and societal development
- Raise your profile among 500+ hand-picked decision makers from Chinese and multinational companies.
- Exclusive knowledge sharing opportunity as a keynote speaker or a panelist (dependent on the package selected and the organizers' approval)
- Gain branding exposure pre-, onsite & post-event via event's social media promotion and marketing collateral
- Expand your network of potential partners
- Media exposure onsite and post-event
- Access to attend and learn from the forum



For more information of the past events:

[Women in Leadership Forum | Female leaders - CKGSB](#)





# Sponsorship Package

Sponsor Opportunities	Gold	Platinum	Diamond
Price (Excl. VAT)	RMB 0k	RMB 100k	RMB 160k
<b>PRE-EVENT</b>			
Brand recognition on the forum webpage and registration page	●	●	●
Brand recognition in social media posts		●	●
Brand recognition in the pre-event newsletter			●
<b>ON-SITE</b>			
Marketing collateral (one page) included in the delegate materials	●	●	●
Branding on the event directional signage		●	●
Branding on the conference backdrop	●	●	●
Opening plenary acknowledgement		●	●





# Sponsorship Package

Sponsor Opportunities	Gold	Platinum	Diamond
<b>ON-SITE</b>			
Exclusive speaking opportunity*	●	●	●
Sponsor's booth*		Small	Large
Sponsor's pull-ups		1	2
Delegate passes to the event*	2	4	6
<b>POST-EVENT</b>			
Brand featured in the event videos	●	●	●
Brand recognition in post-event social media posts	●	●	●
Brand recognition in the post-event press release			●

\*The organizer reserves the right of final interpretation.



## Our Mission

Cheung Kong Graduate School of Business (CKGSB) cultivates transformative business leaders with a global vision, sense of social responsibility, innovative mindset, and ability to lead with empathy and compassion.

## About CKGSB:

- **55+** full-time, resident professors
- **50%** professors once tenured at top global institutions
- **110+** global awards for excellent in academic research and teaching
- **22,000+** alumni, **50%** of whom are at Chairman or CEO level
- **151** Unicorn company founders are CKGSB alumni
- **20%** of China's most valuable brands are led by CKGSB alumni
- **500+** innovative case studies and articles



To secure this unique opportunity for your company to gain access to and exposure on this impactful forum on the ever-more important topic of Women's empowerment, please contact:

**Ms. LIU Xuan**

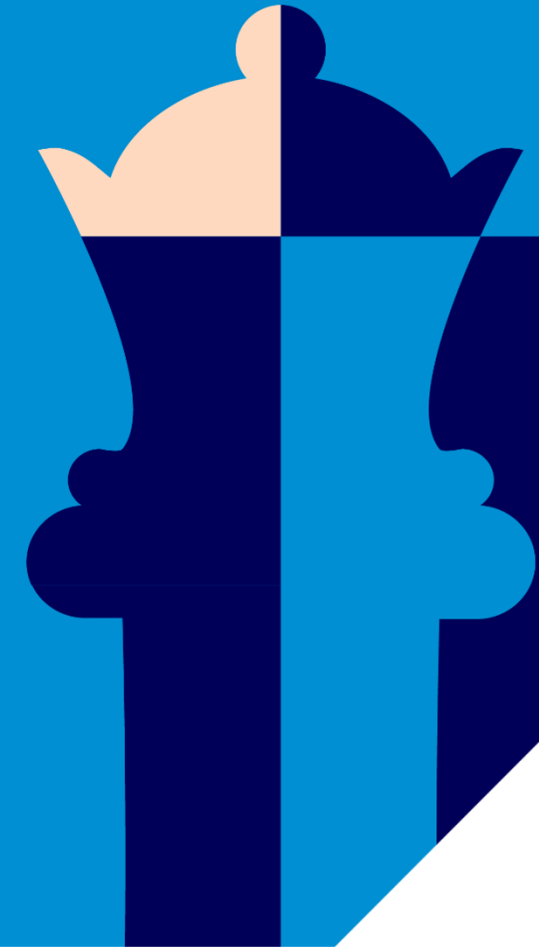
Event Manager, Global Marketing and Communications, CKGSB

Email: [xuanliu@ckgsb.edu.cn](mailto:xuanliu@ckgsb.edu.cn) | Tel: +86 156 5230 5401

**Ms. Ira ZAKA**

Associate Director, Global Marketing and Communications, CKGSB

Email: [irazaka@ckgsb.edu.cn](mailto:irazaka@ckgsb.edu.cn) | Tel: +86 186 1150 2697



**Thank you!**