



RESPONSIVE

CONFERENCE

Oakland Museum of California
Oakland, California
September 18-19, 2024

WE INVITE YOU

TO SPONSOR RESPONSIVE CONFERENCE 2024



Responsive Conference was founded in 2016 with the intention of bringing together founders and organizational change practitioners to engage in a new kind of conversation about building resilient organizations. A lot has changed in the world in the last eight years but the mission statement of Responsive remains the same.

Responsive is the premier annual conference highlighting solutions to organizational structure, people operations and HR in the 21st century.

This immersive two-day event brings together 250 professionals to harness your organization's talent leadership and help solve your unique challenges.

WHAT IS RESPONSIVE?

As the pace of change accelerates, the challenges we face are increasingly less predictable. Best practices of the past have become ineffective, or even counter-productive, in this new environment. Conversation between leaders is more vital today than ever, and the Responsive Conference is the place to experience that open flow of information, experimentation, and learning.

At Responsive Conference, participants truly participate—through structure and serendipity, through sessions on stage and sessions in the lab, through self-reflection and new connections. And they leave the Responsive Conference with the creativity, energy, and agility to make a real difference in their organizations.



RESPONSIVE CONFERENCE 2024

WHERE+WHEN

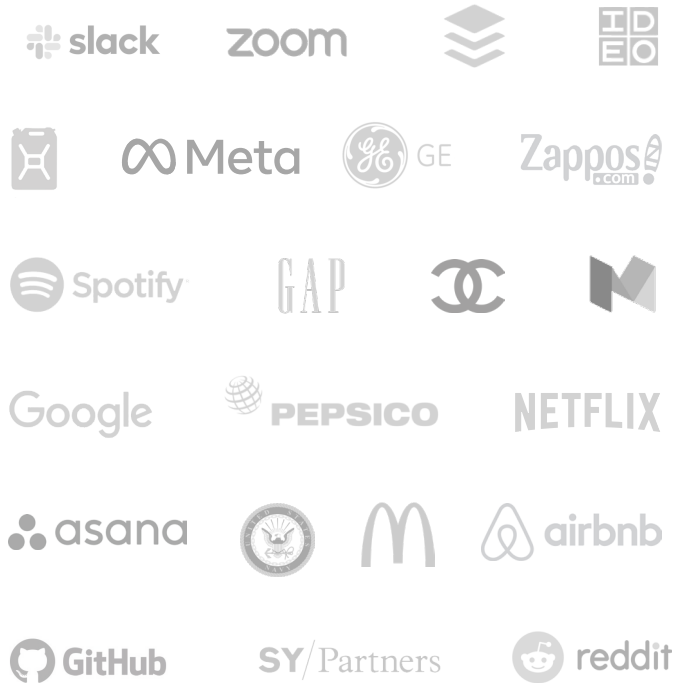


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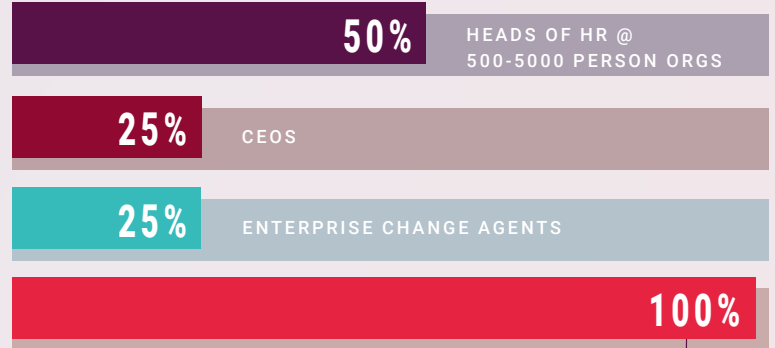
250 people for an immersive 2-day experience
where we will create the future of work

Companies

you might recognize



Attendee Ratio



people dedicated to creating better ways of working.

PREVIOUS
PRESENTERS



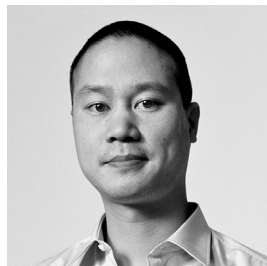
JOSH BERSIN

Founder
Josh Bersin Academy



KATELIN HOLLOWAY

Founding Partner
776



TONY HSEIH

Former CEO
Zappos



CHRIS FUSSELL

NYT Bestselling Author
of *Team of Teams*



LINDSEY MCGREGOR

NYT Bestselling Author
of *Primed to Perform*



ANNA BINDER

Head of People
Asana



MARK LIPSCOMB

VP Employee Experience
Adobe



WILLIE JACKSON

Partner
ReadySet



SPONSORSHIP

We work with each sponsor to ensure their goals for the conference are met and their return on investment is maximized.

BRONZE
7K

- Inclusion in print & digital materials
- Materials in-hand for each attendee
- Complimentary tickets

SILVER
19K

- All benefits of previous level of sponsorship, plus...
- Materials & Interactive booth onsite
- Participation in curation process

GOLD
35K

- All benefits of previous level of sponsorship, plus...
- Press access
- Breakout workshop, panel, etc. during conference

PLATINUM
70K

- All benefits of previous level of sponsorship, plus...
- Mainstage keynote
- Pre-conference workshop or customized event
- Hosted Happy Hour/event during conference



PREVIOUS SPONSORSHIP EXAMPLES



Responsive Conference 2019, at Zappos HQ, unveiled Zappos' "Market-Based Dynamics." Collaborating with Zappos teams, we promoted the initiative globally and offered Zappos tours during the conference.



Microsoft produced a series of videos about the Future of Work. Through partnership with Responsive, Microsoft was able to distribute a video series about the Future of Work" to a global audience.



When the Covid-19 pandemic canceled Responsive Conference 2020, we pivoted our sponsorship with Lattice to include a series of interviews with Lattice's CEO Jack Altman and produced the Uniquely Led video series.



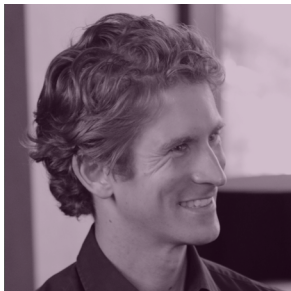
This sponsorship went beyond a typical booth or speaking spot. Instead, Carrot worked with Responsive to curate an entire track on parenthood.



In addition to bringing speakers to stage and booths to the conference, we partnered with 15Five to produce a stand-alone 1-day event specifically for attendees of the 2019 conference.



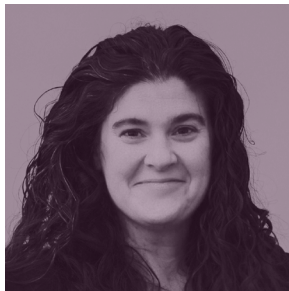
TEAM



Robin Zander

is the founder and CEO of Zander Media, a creative shop that makes irresistible explainer videos. He is the executive director

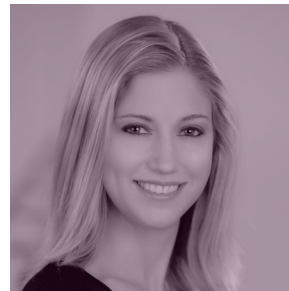
of Responsive Conference and the author of *Responsive: What It Takes To Create A Thriving Organization* and *How To Do A Handstand*. He writes *Snafu*, a free weekly newsletter about courage and continuous improvement.



Marie Szuts

takes a holistic and responsive approach towards people operations, culture evolution, and human-centered processes as

she builds and coaches teams of all types. She has led the people function at several tech companies, including Figma, and today supports leaders through her own executive coaching and consulting practice.



Nicole Piechowski

is all about bringing out the best in people, blending empathy with efficiency in People Ops and HR. From planning vibrant

events to streamlining systems, her diverse journey through roles like cafe manager and ballroom dancer underscores her commitment to positive impacts.



Join us!

HELLO@RESPONSIVECONFERENCE.COM

THANK YOU

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