

# BEST WORKPLACE ACCELERATOR

*Build a team of passionate, purposeful and productive people*



**HARRISON**  
human resources

## **PARTNERSHIP PROPOSAL**

Best Workplace Accelerator  
Signature Leadership Event  
Brisbane, 21 June 2016

# INTRODUCING BEST WORKPLACE ACCELERATOR

We are proud to present this inaugural signature leadership event on **Tuesday 21 June, 2016**, to be held at the Grand Chancellor Hotel in Brisbane. A half day intimate theatre-style presentation for **100 CEOs, business owners and senior executives**, and hosted by Harrison Human Resources.

You will hear about the 6 essential best workplace business and leadership strategies from Claire Harrison, MD of Harrison Human Resources and two of Australia's best CEOs:

- [Glen Richards](#), Shark on Shark Tank Australia, Co-Founder of Greencross Vets
- Mark Middleton, CEO, Icon Group
- [Tristan White](#), CEO, The Physio Co

Each attendee receives a preliminary workplace audit review, workbook and Claire's new book – *The CEO Secret Guide to managing and motivating employees*.

The Best Workplace Accelerator will be followed by a **book launch cocktail party** with additional attendees.



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## Glen Richards

Co-Founder Greencross Vets; Non- Exec Director Petbarn , Greencross, Regeneus, Smartvet, 1300Smiles Ltd, and myFootDr Pty Ltd

Shark on Channel 10's Shark Tank



## Mark Middleton

CEO Icon Group (Icon Cancer Care, Radiation Oncology Centres, Epic Pharmacy and Slade Health)

BRW Top 25 Best Places to Work in Australia



## Tristan White

Founder and CEO of The Physio Co

BRW Best Place to Work

"Culture is Everything", SmartCompany's Australia's 25 Best Business Blogs



## Claire Harrison

Managing Director Harrison Human Resources

Author, *The CEO Secret Guide to Managing and Motivating Employees*



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# BOOK LAUNCH

## THE CEO SECRET GUIDE

### to Managing and Motivating Employees

by *Claire Harrison*

OFFICIAL LAUNCH 5:30PM 21 JUNE 2016

ASPIRE TO BE THE LEADER OF A BEST WORKPLACE?

*Claire takes you on a simple but highly effective journey of leadership enlightenment. Follow the Best Workplace Methodology and your transition from average to the ranks of a highly successful and respected leader has begun.*

**Dr Glen Richards, Shark on Shark Tank Australia and Co-Founder Greencross Vets**

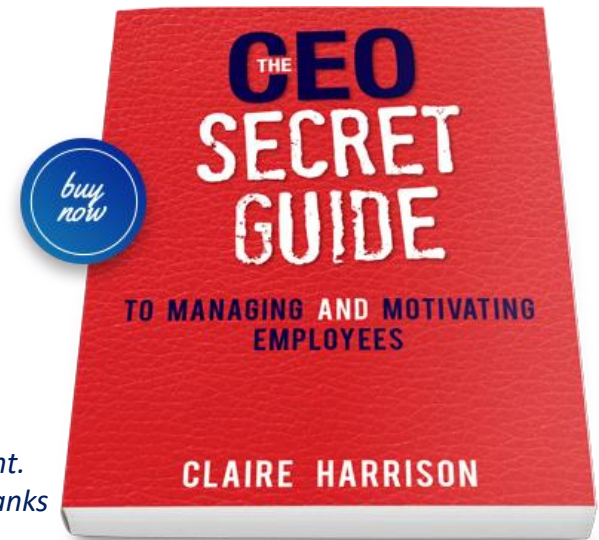
*Claire has taken the best place to work framework and made it easy to learn from case studies of Australia's top winners, giving you the gift of a very readable and practical guide (vs. theoretical) to help any CEO build a better organisation.*

**Verne Harnish, best-selling author of *Scaling Up (Rockefeller Habits 2.0)***

Need help managing and motivating your employees to achieve higher levels of productivity, lower employee turnover and bigger business results? Here is that book. **The CEO Secret Guide** provides a six-part method to help CEOs solve their biggest challenges surrounding people management and motivation.

There are case studies from award-winning best employer CEOs, including **Starlight Children's Foundation, Birdsnest**, and BRW Best Place to Work winner, **UM Australia**.

If you are a CEO who wants to build a great place to work that will attract and retain highly productive people and deliver exceptional business outcomes, **The CEO Secret Guide** is a must read.



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# YOUR OPPORTUNITY

We are inviting you to be an exclusive partner with us for this event.

Together we will enjoy a myriad of unique benefits (outlined overleaf) and share in the opportunity of presenting your organisation to like-minded CEOs, Business Owners and Executives.

This is a highly targeted relationship marketing opportunity – presenting real value for money and an opportunity you can't afford to miss out on!

Marketing of this event to drive people to sign up:

- Website and blogs
- Social media posts – Facebook, LinkedIn and Twitter
- Electronic direct mail campaign
- Public relations
- Referral partners program
- And more...



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# PARTNERSHIP PACKAGES

4 exclusive Partnership Packages are available:

- Main Event Partner
- Book Launch Cocktails Partner
- Social Media Partner
- Welcome Partner

All opportunities give you access to our highly targeted group of SME CEOs, Company Directors, Business Owners and Senior Executives.

As a Partner of this event, you will also receive the opportunity to partner with us for future events of this type across Australia.

*See our Partner Program document for full package investment and inclusions*



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# MAIN EVENT - PARTNER PRIVILEGES

- Company banner at Best Workplace Accelerator
- 5 Complimentary tickets to Best Workplace Accelerator and Book Launch including copies of book
- Company commercial can be played during Best Workplace Accelerator
- Digital slide graphics on screen
- Private in-house client presentation by Claire Harrison
- Additional copies of book – 5
- Attendees database
- Corporate message in workbook
- Promotion as major partner on website, social media, flyer, EDMs
- Discounted tickets for clients

*See our Partner Program document for full package investment and inclusions*

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# BOOK LAUNCH- PARTNER PRIVILEGES

- Company banner at Book Launch
- 5 Complimentary tickets to Best Workplace Accelerator and Book Launch including copies of book
- Commercial can be played during Book Launch
- Digital slide graphics on screen
- Private in-house client presentation by Claire Harrison
- Additional copies of book for staff – 5
- Attendees database
- Promotion on website, social media, flyer, EDMs
- Discounted tickets for clients

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# SOCIAL MEDIA - PARTNER PRIVILEGES

- Social Media Feed Screen with your company name/logo displayed during event
- 2 complimentary tickets to Best Workplace Accelerator and Book Launch including copies of book
- Digital slide graphics on screen
- Additional copies of book – 2
- Attendees database
- Promotion on website, social media, flyer, EDMs
- Discounted tickets for clients

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# WELCOME - PARTNER PRIVILEGES

- Lanyards and satchels with your name/logo
- 2 Complimentary tickets to Best Workplace Accelerator and Book Launch including copies of book
- Digital slide graphics on screen
- Additional copies of book – 2
- Attendees database
- Promotion on website, social media, flyer, EDMs
- Discounted tickets for clients

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# KEY DATES

April 29 – Partner Program launched

May 12 – Confirm your partnership no later than this date – earlier to maximise your benefit and to avoid disappointment

May 15 – Logos to be supplied – partner marketing commences

Tuesday 21 June – Best Workplace Accelerator and Book Launch

## **Contact:**

Claire Harrison

Managing Director

Harrison Human Resources

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E: [claire@hhr.com.au](mailto:claire@hhr.com.au)

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