

Overview for Sponsors

The Enterprise Engagement Alliance (EEA) is a recently formed coalition of companies and associations dedicated to the concept that engagement is an enterprise-wide endeavor that “begins with people and ends with profitability.” The EEA is founded on the premise that the engagement of all of an organization’s key audiences – customers, distribution partners and employees – is a critical but often overlooked success factor for businesses.

The Enterprise Engagement Alliance was founded in 2008 by a group of associations and corporations dedicated to the development of a new business field focusing on helping organizations of all types profit from the link between engagement and performance. Primary activities include research, outreach, and the development of a formal curriculum and certification process to help managers, executives, and organizations benefit from a disciplined, inter-disciplinary approach to engagement.

Topics Covered

Enterprise Engagement comprises a variety of inter-related disciplines that foster alignment with people across the organization. Enterprise Engagement includes such disciplines as:

- Leadership
- Communications (web, face-to-face, print, presentations, etc.)
- Training
- Rewards & Recognition
- Incentives
- Loyalty Programs
- Compensation
- Motivation
- Technology

Curriculum and Certification In Enterprise Engagement

A central function of the EEA is the development of a formal curriculum and certification program for enterprise engagement. The effort will be directed by an Advisory Board of the Enterprise Engagement Alliance composed of

management in all areas and levels of private, public, and not-for-profit sectors. Claire Howells, Vice President of Engagement for Zions Bancorporation, and Don Peppers, Partner, Peppers & Rogers Group, will serve as co-chairs of the Executive Advisory Board. The curriculum and certification initiative is being developed to help individuals systematic processes that increase financial performance through engagement. Corporations and sponsors are invited to participate.

Resources and Activities

The Enterprise Engagement Alliance provides the following additional services, most of which can be sponsored by organizations that supply information, products and services on all areas of Engagement.

- The EnterpriseEngagement.org portal to all available information on Enterprise Engagement from all credible sources.
- The Enterprise Engagement Indicator™ (EEI) and Enterprise Engagement Meter™ for organizations and individuals. The EEI enables organizations to take a quick snapshot of management views on engagement and correlate the level of engagement in various parts of their organization, including customers, channel partners, salespeople, and customer service, operations, administrative personnel, and vendors.
- The Engagement Factor calculator to estimate the cost of employee disengagement and the benefits of motivated employees.
- An expert help-desk for people seeking information, research, or resources related to any area of Enterprise Engagement.
- Webinars on research, case studies and how-to information related to Enterprise Engagement.
- The ability for businesspeople, academics and students to opt in to receiving notifications of new content, research and services (if desired).
- The ability for businesspeople and academics to post white papers, research and other content on the portal or to

be published in *Engagement Strategies Magazine*, subject to approval by the editorial board.

- An annual conference and expo on Enterprise Engagement held annually in the spring.

- A directory of suppliers dedicated to providing Engagement services.

Founders

- Human Capital Institute
- 1to1@ Media
- Peppers & Rogers Group
- Selling Communications

Founding Sponsors

- Carlson Marketing
- Catalyst Performance Group
- EGR International
- Incentive Research Foundation
- Dittman Incentives
- Maritz

Premier Sponsors

- Center for Human Capital Innovation
- Fire Light Group
- Gallup
- Globoforce
- Pollstream

Platinum Sponsors

- Canon
- Lapine

Gold Sponsors

- All Star Incentive Marketing
- Quantum Loyalty Systems
- Rymax Marketing Services

Educational Supporters

- Russ Berrie Institute for Professional Sales/William Paterson University

Association and Media Sponsors

- Business Marketing Association
- *Engagement Strategies Magazine*
- Incentive Marketing Association
- *Incentive*
- Incentive Federation
- *MeetingNews*
- *Selling Power*
- *Successful Meetings*

Where to Find Us

Our portal: Enterpriseengagement.org

Linked in forum on Enterprise Engagement: [Linkedin.com/groups?gid=1926267](https://www.linkedin.com/groups?gid=1926267)

Twitter: Follow us at @EEA_Org

EEA Activities and Sponsorship Opportunities

The Enterprise Engagement Alliance is funded through:

- Contributions from individuals and corporations
- Sponsorships from suppliers of engagement products and services.

Suppliers That Can Benefit Include:

- Leadership and management consulting firms
- Full-service performance, marketing, or branding companies
- Communications services firms (meetings management, website development, social networking, digital printing, promotional products, etc.)
- Training and learning products and services for managers, employees and channel partners
- Rewards and recognition suppliers
- Incentive program providers
- Compensation consultants
- Customer relationship management and engagement technology providers
- Media companies and associations in areas related to all aspects of engagement.

Sponsorship Packages

■ Premier Research Sponsor – \$12,500* Limit: 30

- Participation on the Curriculum and Certification Executive Advisory Board, with appropriate recognition on all materials related to the curriculum and certification program.
- Membership on the Executive Advisory Board covering all areas of Enterprise Engagement
- Annual ad on the homepage of EnterpriseEngagement.org, with traffic and click-through reports
- Two half-page print ads in the *Engagement Strategies Magazine* print editions of your choice – or a conference sponsorship
- Logo and link on all research produced by the EEA, and on related webinars
- Display advertisements in 12 editions of the Enterprise Engagement

Alliance e-mail newsletter, including traffic and click-through reports

- A top-tier listing in the EnterpriseEngagement.org Buyer's Guide, meaning that your listings appear in the first batch of search results and can contain up to 200 words of copy, a photo library, a video, and a locator map
- The ability to contribute one blog posting per month
- 8 complimentary uses of the Enterprise Engagement Indicator.

*Founding Research Sponsors must maintain their membership from year-to-year to retain their founder's status.

■ Platinum Sponsor – \$8,500

- Participation on a Curriculum and Certification Advisory Board committee on the discipline of your choice, with appropriate recognition on all materials related to the curriculum and certification program.
- Membership on the Advisory Committee providing input into the research and content agenda related to your topic
- Annual sponsorship of a topic of your choice on EnterpriseEngagement.org, including a banner ad on all related content, including traffic and click-through reports
- Ability to sponsor a white paper on a specific topic on the portal, along with traffic and click-through reports
- One half-page print ad in the *Engagement Strategies Magazine* print edition of your choice – or a conference sponsorship
- Display advertising in nine editions of the Enterprise Engagement Alliance e-mail newsletter, with traffic and click-through reports
- A top-tier listing in the EnterpriseEngagement.org Buyer's Guide, meaning that your listings appear in the first batch of search results and can contain up to 200 words of copy, a photo library, a video and a locator map
- 6 complimentary uses of the Enterprise Engagement Indicator.

■ Diamond Sponsor – \$5,500

- Annual sponsorship of a topic of your choice on EnterpriseEngagement.org, including a banner ad on all related content
- One half-page print ad in the

Engagement Strategies Magazine print edition of your choice

- Display advertising in six editions of the Enterprise Engagement Alliance e-mail newsletter
- A middle-tier listing in the EnterpriseEngagement.org Buyer's Guide, meaning that your listings appear in the second batch of search results and can contain up to 100 words of copy, and photos
- 4 complimentary uses of the Enterprise Engagement Indicator.

■ Gold – \$2,500

- Display advertising in three editions of the Enterprise Engagement Alliance e-mail newsletter
- One half-page ad in the *Engagement Strategies Magazine* print edition of your choice
- A middle-tier listing in the EnterpriseEngagement.org Buyer's Guide, meaning that your listings appear in the second batch of search results and can contain up to 100 words of copy, and photos
- 5 complimentary memberships, including subscriptions to *Engagement Strategies Magazine*, for employees or customers, as well as access to expert help desk.
- 3 complimentary uses of the Enterprise Engagement Indicator.

■ Friend of the EEA – \$1,000

- A basic listing in the EnterpriseEngagement.org Buyers Guide, including up to 50 words of copy and a single photo
- Ability to submit links for display on EnterpriseEngagement.org.
- A banner ad in two editions of the EEA e-mail newsletter
- 2 complimentary uses of the Enterprise Engagement Indicator.

The EEA will consider substituting one offering for another if possible to achieve your specific objectives.

Optional Sponsor Benefits

Ask about our other targeted business development and lead generation services for sponsors.

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Paul Hebert, Social Media Editor
Bruce Bolger, General Manager
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