

About the Enterprise Engagement Alliance

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's primary mission is to support research, education and outreach that creates a better understanding of how organizations can make the connection between engaging people in business and long-term financial performance. 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 the Human Capital Institute, a 140,000-member organization dedicated to talent management; global business consultancy Peppers & Rogers Group and their independent publishing division, 1to1[®] Media; and Selling Communications, Inc., a provider of engagement marketing services, media and technology. The EEA's first research project, "The Economics of Engagement" was released in June 2009 and is available at: EnterpriseEngagement.org

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

Resources and Activities

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

- Creation of 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 EEM enables individuals to do their own individual assessment of the organization.
- The EnterpriseEngagement.org portal to all available information on Enterprise Engagement from all credible sources.
- 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 Enterprise Engagement, subject to approval by the editorial board.
- An annual conference and expo on Enterprise Engagement held annually in the spring.
- A quarterly print publication, *Engagement Strategies Magazine*; an online magazine at EngagementStrategiesOnline.com.
- A directory of suppliers dedicated to providing Engagement services.

* A Personal Engagement Indicator™ corporate supporters and sponsors can use to measure and track their own levels of engagement over time.

About Enterprise Engagement

Learn more about various aspects of Enterprise Engagement on **Wikipedia** at: http://en.wikipedia.org/wiki/Enterprise_Engagement



Linked-in – Join the EEA professionals group and keep up to date with the latest links, news and research. Contribute, discuss and participate at www.linkedin.com/groups?gid=1926267



Twitter – Get immediate updates on interesting and valuable news and research by following us on Twitter on at @EEA_Org



Founders

- Human Capital Institute
- 1to1[®] Media
- Peppers & Rogers Group
- Selling Communications

Founding Sponsors

- Carlson Marketing
- Catalyst Performance Group
- EGR International
- Dittman Incentives
- Maritz

Premier Sponsors

- Center for Human Capital Innovation
- Gallup
- Globoforce
- Pollstream

Gold Sponsors

- All Star Incentive Marketing

Educational Supporters

- Russ Berrie Institute for Professional Sales/ William Paterson University

Association and Media Sponsors

- Business Marketing Association
- Business Travel News
- Incentive Marketing Association
- Incentive
- Incentive Federation
- Incentive Research Foundation
- Meeting News
- Selling Power
- Sales and Marketing Management
- Successful Meetings
- Training

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

- 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

- 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.

Allan Schweyer, Chairman, Executive Board
 Paul Hebert, Social Media Editor
 Bruce Bolger, General Manager
 914-591-7600, ext. 230;
info@EnterpriseEngagement.org