



**Event
Managers'
Community**

2026 Workshop Sponsorship Proposal





About The Event Managers' Community (EMC)

The Event Managers' Community (EMC) is a premier global network dedicated to the architects of experiences. Founded in 2020 as a digital-first response to a changing industry, EMC has evolved into a powerhouse ecosystem for budding and established event professionals. We cater to the full spectrum of the industry including event planners, producers, coordinators, venue managers, and ushering business owners.

EMC serves as a bridge between passion and professionalism, providing a space where industry players move beyond competition to embrace a culture of shared growth. Through our signature annual workshops and year-round networking, we empower our members to execute world-class events, no matter where they are in the world.

Mission

To foster a global ecosystem of event professionals by providing the tools, networking opportunities, and educational resources necessary to innovate the industry and deliver excellence in service.

Vision

To build the world's most interconnected network of event managers, enabling seamless collaboration and professional support across borders, so that every member can work with ease and expertise anywhere in the world.

Core Values: The "C.I.C" Framework

Collaborate

We believe in the power of collaboration over competition. We facilitate a network where members can find vetted partners and reliable resources globally.

Innovate

We stay ahead of industry trends, embracing new technologies and creative methodologies to redefine what it means to manage an event.

Celebrate

We recognize and honor the hard work behind the scenes, celebrating the milestones, awards, and successes of our members.

Why Join EMC?

Referral Network

Instant access to a database of professional coordinators and vendors.

Mentorship

A unique blend of "budding" and "established" professionals allows for organic knowledge transfer.

Professional Visibility

Opportunities to be featured in community showcases and award nominations.

Our Journey & Achievements

Since its inception, EMC has demonstrated consistent growth, adaptability, and excellence.

The Workshop Evolution (Annual September Series)

2020 | Online

Launched the Coordinators' Bootcamp, laying the digital foundation for a community.

2021 | Small Gathering

Transitioned to physical networking for startup event managers.

2022 | Emerge

Hosted the first major physical workshop in a professional venue.

2023 | Showcase

Successfully transitioned to a hybrid model, expanding our reach beyond physical borders.

2024 | Collaborate

Focused on strengthening internal partnerships and peer-to-peer business growth.

2025 | Explore

Celebrated our 6th Edition with a strictly virtual global workshop, testing new frontiers in digital event technology.



Key Milestones & Recognition

Award-Nominated

Recognized by industry bodies for our contribution to community building and professional development.

Global Expansion

Successfully built a network that now includes members looking to collaborate on international projects.

Hybrid Pacesetters

Early adopters of hybrid event technology, ensuring accessibility for event pros regardless of location.

Pictures with
Presidents of the
Major Event
Associations
in Nigeria
(2023-2024)



2020 Fieldwork



2021 - Small Gathering



2022 - Emerge



POWERED BY

THE PROFESSIONAL EVENT MANAGERS' WORKSHOP 3.0

EMERGE

PANEL SESSION ONE

Panel Session 1
Professional Event Vendors' Relationships

 Caxton Martins MC	 Toluope Romphose Reliance	 Abiodunmi Odele Reliance
 Mari Ajeani MC	 Brian Ogunbadehin Workshop	 Ruth Odele Reliance

DATE:
TUESDAY, SEPTEMBER 13, 2022.

TIME: 8AM - 3PM

LOCATION:
Banquet Hall, Joror centre,
Liberty Road, Ibadan,
Oyo State, Nigeria

SCAN TO REGISTER NOW
@emcbylectiv



2023 - Showcase



Event Managers' Community

THE PROFESSIONAL EVENT MANAGERS' WORKSHOP 4.0

SHOWCASE

TUESDAY SEPT 12TH, 2023 | LOCATION: IBADAN

₦40K EARLY BIRD (TILL - AUG 25)	₦50K REGULAR FEE	₦110K GROUP OF 3	₦185K GROUP OF 5
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POWERED BY

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SCAN TO REGISTER

QR CODE



2024 - Collaborate



THEME: Collaborate

Teamwork, Synergy, Connections, Networking, Harmony, Partnership

MEET THE PANELISTS

 Arome, Stella Ifeoma CEO, LAUREL EVENTS LTD. PRESIDENT, ASEP	 Adetunji, Adekunle S. PRESIDENT, PEPMAN	 Olufunmi Akinyosoye PRESIDENT, APPEM	 Olufunmi Akinyosoye PRESIDENT, APPEM
 Tunde Caxton-Martins FOUNDER, IBADAN EVENTS DIRECTORY	 Abiola Oladuwakitan CONVENER, THE EXCEPTIONAL NIGERIAN CONFERENCE	 Dr. Oyenike Adeleke CONVENER, IBADAN ENTREPRENEURS' NETWORK	 Jimi Olopade CEO, BOY 16 MEDIA

POWERED BY

FOR SPONSORSHIP OR ENQUIRY: 09090909090

SCAN TO REGISTER



2025 - Explore



Event Managers' Community

SCAN TO REGISTER

PRESENTS
THE PROFESSIONAL EVENT MANAGER'S WORKSHOP
6.0

THEME:
explore

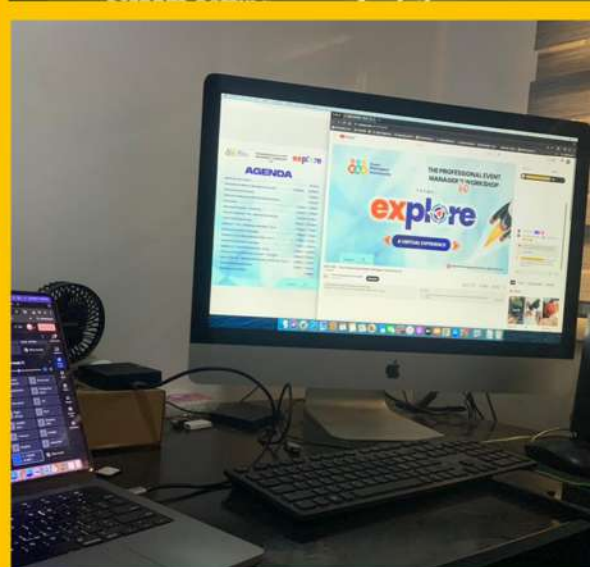
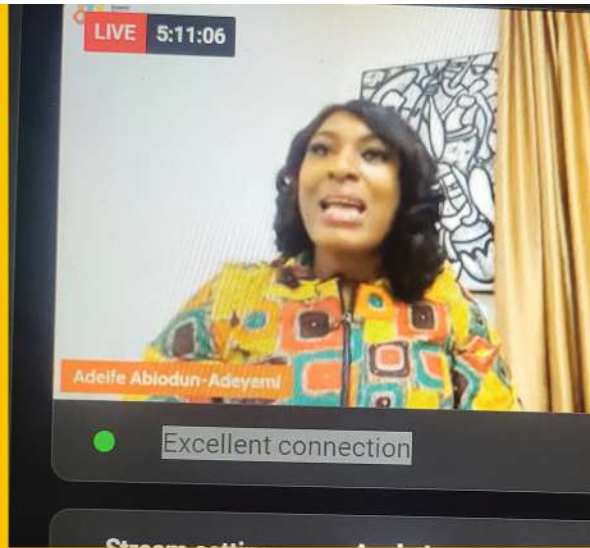
A VIRTUAL EXPERIENCE

CONVENER: Adeife Abiodun-Adeyemi, CEO, Ife'ctiv Touch
MC: Darnale Event Host/JC
KEYNOTE SPEAKER: Adesumbe Adeyemi
SPEAKERS: Alfred Adeniyi Akiba (Dr. Spika) The High Performance Catalyst, Bisi Setunde MD, Buybee Events, Oludolapo Adewale Director Coach Crystal Lattice Media

TUESDAY SEPT. 9, 2025 11:00am - 3:00pm WAT

FOR SPONSORSHIP OR ENQUIRY
07055013185
eventmanagerscommunity

POWERED BY IFE'CTIV TOUCH



NAME AND WHAT YOU DO
Hello there, it's a pleasure to meet you. My name's Oludolapo Adewale, and I'm a fiction and public speaking coach in Lagos, Nigeria.

WHY YOU ARE THE SPEAKER YOUR WHY
I'm here today to share valuable ideas on how you can improve your public speaking skills and move from being a nervous speaker to a confident one.

WHY YOU FEEL THE TOPIC IS IMPORTANT
Why should we tackle nervousness? It has been shown that nervousness robs us of some great speaking opportunities that could have helped boost our careers.

BENEFIT TO THE AUDIENCE
Being a confident speaker is a necessary life skill in my opinion and I think of it as the very air we breathe.

A necessity!
CALL TO ACTION/CLOSING LINES
So, before we end today, I'm confident that you would have been armed with the requisite arsenal to surmount nervousness. Are you ready?



Habit 6: Demonstrate Courage

High performers consistently express their ideas, take bold action, and stand up for themselves and others.

- 👑 Honor struggle- Embrace challenges
- 👑 Share truth- Have difficult conversations.
- 👑 Find innovation- Try new approaches
- 👑 Take action- Despite uncertainty

"Courage is the foundation of determination. Determination and courage are the cornerstones of success."

Case Study: Colin Cowie, South African event planner - By taking the bold risk of introducing innovative, unconventional event concepts in conservative markets, he built a global luxury event planning business serving high-profile clients like Oprah Winfrey and Kim Kardashian-West. His courage to

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Testimonials



Feedback from EMERGE



Emerge Conference was all I imagined and much more....all the panelists were vastly experienced in the event community and they all brought their A-game. I could relate with so many experiences shared, it was like they were sharing my story. I learned soo much! Ah! I got more value than I paid for. Thank you Coach Adeife.



Mgbечи Odukoya
PreciousFingers



Helen Oluwafemi
HBO Delights



Coach, the event was super amazing. So much to learn even though I was not really in one place. I had fun and I met incredible people. I'm happy I didn't miss this because it would have really pained me. Thank you so much ma. I am still so excited.



Testimonials



I was lucky to have coach Adeife Abiodun - Adeyemi as a mentor, from the first time I met my mentor we clicked.

Apart from discovering we have somethings in common, she gave me timely guidance and put in a lot of hard work to support me with the art and business of event management through series of outlined courses, online conferences, webinars and went beyond to introduce me to some digital skills which gave me opportunity to digital world of event business. She took out time to have a one on one session with me and opened my eyes on effective strategies of the event business.

Coach Adeife served as a huge source of inspiration during this period with her extremely helpful advice on steps to take and things to look for in the event industry, I think it's fair to say that she gave me tremendous confidence.

Ifeyinwa Ehirim
OliveEvents,
PortHarcourt.



Adepeju Tobiloba
CEO
TBOCCASIONS

My Testimonial

Wow! The Event Managers community, a wonderful community to belong to ❤️

I joined in February, 2020, and since then, it has been such a wonderful experience for me and it's as if it shouldn't end 😊

At the mentoring program, I got value, I gained clarity, I got more confident in my self, I made friends and I built valuable relationships (which are even more than the money we paid)

Thank you so much Sis.Adeife for pouring out yourself into us without reservation, God will continue to bless and elevate you, and all that is yours in Jesus, I will rate EMC 100%

Testimonials



REVIEW FROM SHOWCASE



I learnt alot and feel very blessed.

Got more than the money I paid and was able to network with a few too.

CEO, Threepull A Hub
SHOWCASE participant

The screenshot shows a live stream interface for 'Professional Events Workshop 6.0'. The main video area displays a woman speaking. Below the video, statistics are shown: 'Total watch time' at 63:14:21 and 'Duration' at 5:14:02. A 'Top chat' panel on the right lists messages from viewers like 'TheEventManagersCommunity', 'Damkem Crafts & Events', and 'COMFORT ONAJOBI'. A Windows Security notification is also visible at the bottom right of the chat area.

The Global Event Managers' Workshop 2026

Theme Concept: Innovate
(Rethinking Events, Reimagining the Future)

Location: Nairobi, Kenya

Date: Aug 31– Sept 4, 2026

Executive Summary

The Event Managers' Workshop (EMW) is the flagship annual event of the Event Managers' Community (EMC) a premier global network dedicated to the architects of experiences. Founded in 2020 as a digital-first community, EMC has grown into a powerhouse ecosystem bridging passion and professionalism in the events industry.

EMW 7.0 marks a landmark moment: our first-ever international edition, bringing the community to Nairobi, Kenya the business hub of East Africa. Under the theme INNOVATE, this retreat will challenge, inspire, and equip event professionals to rethink how events are designed, delivered, and experienced in a rapidly evolving world.



Why Sponsor EMW Nairobi 2026?

- Direct Access to Decision Makers: Our audience consists of business owners, venue managers, and lead producers; the people who sign the checks and choose the vendors.
- Pan-African & Global Reach: With our hybrid model, your brand will be visible to event professionals across Africa, Europe, and North America.
- Innovation Association: Be seen as a supporter of industry growth and the "C.I.C" framework: Collaborate, Innovate, and Celebrate.

The Opportunity (Sponsorship Tiers)

We have designed three bespoke sponsorship tiers to align with different partnership goals. Each tier is an opportunity to make a lasting impression on a professional audience.

TIER 1 - Visionary Voice Sponsor

Investment: \$5,000 | ₱8,000,000

For brands that want to lead the conversation and own the stage.

- Exclusive speaking/presentation slot on the main stage (20–30 minutes)
- Keynote or panel session curated in collaboration with your brand
- "Presented by [Brand Name]" branding on your session across all platforms
- Premium exhibition booth/branded space at the venue
- Logo on all event collateral: banners, programmes, digital screens, and website
- Full-page brand profile in the Event Directory & Book Launch programme
- 5 complimentary VIP physical tickets + 10 virtual access passes
- Featured in 5 pre-event social media posts and email newsletters

- Brand mention in opening and closing ceremonies
- Post-event recap video with brand inclusion (shared to 1,000+ community)

TIER 2 - Community Champion Sponsor

Investment: \$2,500 | ₱4,000,000

For brands that believe in empowering others — sponsor at least 2 attendees.

- Full sponsorship of a minimum of 2 attendees (physical tickets, accommodation support, or both)
- "[Brand Name] Sponsored Delegate" recognition for all sponsored attendees on badges and programme
- Spotlight recognition during the opening ceremony and in the event programme
- Logo prominently displayed on event banners and the dedicated 'Sponsors Wall'
- 3 complimentary physical tickets + 5 virtual access passes
- Brand mention in 3 monthly EMC newsletters (pre- and post-event)
- Social media feature (2 dedicated posts highlighting your sponsorship of delegates)
- Certificate of community partnership issued to sponsoring brand

TIER 3 - Brand Impressionist Sponsor

Investment: \$1,000 | ₱1,600,000

For brands that want to leave a lasting impression through branded merchandise

- Provision of branded merchandise for all workshop attendees (e.g. notepads, pens, lanyards, bags, etc.)
- Exclusive logo placement on all sponsored merchandise items
- Logo on the event programme and 'Thank You' slide shown throughout the event
- 1 complimentary physical ticket + 3 virtual access passes
- Social media shout-out post featuring your brand and merchandise contribution
- Brand inclusion in the event gift/swag bag
- Certificate of sponsorship issued to brand

NEW BOOK LAUNCH AT EMW 7.0

Be part of a milestone moment.

EMW 7.0 will also serve as the official launch platform for a new book by our Convener, Adeife Abiodun-Adeyemi a fresh addition to her library of industry-defining titles that includes The Career Path for Event Managers, The Virtual Events Handbook, and Unlocking The Secrets to Client Attraction and Retention.

Sponsors have a unique opportunity to align their brand with this historic book launch, gaining visibility among a community of professionals who respect and invest in quality knowledge resources. Sponsorship options for the book launch are available as add-ons to any sponsorship tier or as a standalone partnership.

Book Launch Sponsor

- Brand logo on book launch backdrop
- Acknowledgement in the book itself
- 5 complimentary signed copies of the book
- Social media feature as official book launch sponsor
- Speaking opportunity during the launch ceremony

Investment

\$1,500 | ₦2,400,000

Or as an add-on to any sponsorship tier at a discounted rate. Contact us for bundled pricing.

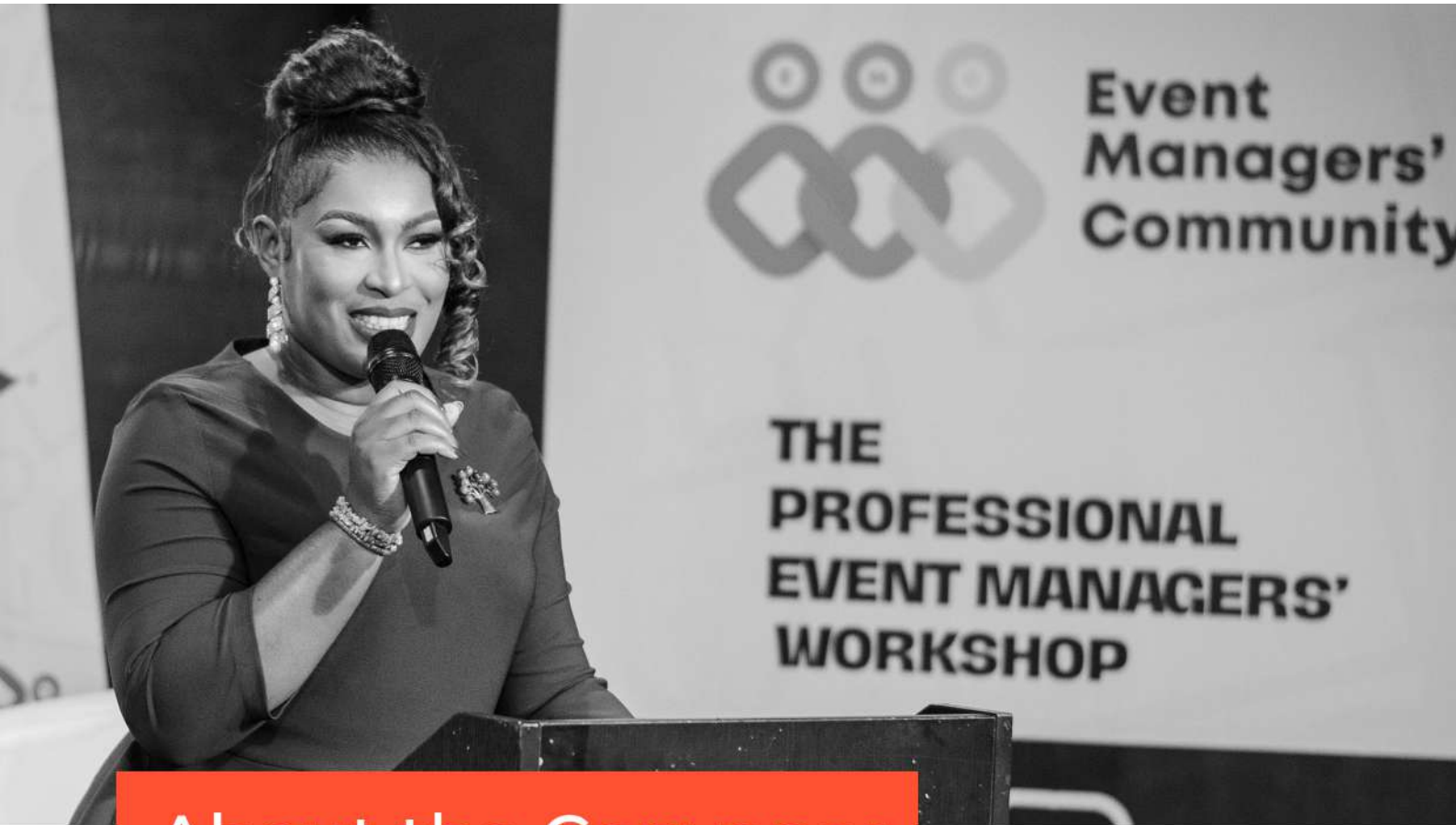
Impact Statistics

- 6 Successful Editions completed.
- Award-Nominated community leadership.
- Hybrid Engagement: Proven track record of managing physical and virtual audiences simultaneously.

The Vision: The "Global Passport"

By sponsoring this event, you aren't just funding a workshop; you are fueling a movement where an event manager in Lagos, London, or Nairobi can collaborate seamlessly, sharing resources and standards.





About the Convener

Oluwadamilola Adeife Abiodun-Adeyemi, CBCM, MPMC

Award-Winning Event Specialist | Business Coach | Author | Tech Enthusiast

Adeife is a multi-award-winning entrepreneur with over 17 years of experience in the business and events industry. She is the Founder and CEO of Ifec'tiv Touch an innovative, full-service event planning and management brand and in 2023, expanded her footprint by launching The Packagewithsense Connoisseur, a tech-based company offering cutting-edge digital event solutions including event website design, e-invites, QR-coded access cards, and virtual event setups.

She is the Convener of The Event Managers' Workshop and serves as an Executive Member of the Association of Professional Ushers in Nigeria (APUN). A certified business coach, she empowers service business CEOs through her signature coaching framework The Packagewithsense Blueprint and is the author of several industry-defining books.

Notable Awards & Recognitions

- Most Innovative Brand of the Year (BusyBee Excellence Awards, 2025)
- Top 30 Female Leaders Shaping the Nigerian Events Industry (BusyBee Excellence Awards, 2024)
- Influencers' Appreciation Award (Ibadan Entrepreneurs Network, 2023)
- Event Planner of the Year (Blingz Awards, 2019)

Adeife is also a member of ForbesBLK and The CWP Society (USA), and has participated in international programmes including the Dubai Global Wedding Excellence Forum and Lagos Business School's Mastering Event Management.



Event
Managers'
Community



The Global Event Managers' Workshop 7.0

- Curated Experiences
- Workshops
- Tours
- Vacation

SAVE THE DATE

📍 NAIROBI, KENYA

📅 AUG 31 - SEP 4, 2026

Early Bird
Registration
Ends on

May 31, 2026

Registration
is now
Open

Adeife O.
Abiodun-Adeyemi
(Founder)

For sponsorship & partnership, send us a mail
✉ eventmanagerscommunity@gmail.com
or send us a DM 📩 @eventmanagerscommunity

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Instagram:
[@eventmanagerscommunity](https://www.instagram.com/eventmanagerscommunity)

