



11th World Congress

Developing Management and Organisational
Capability to Improve Business Performance

4-6 December 2006, Wellington, New Zealand

www.worldcongressnz.com

SPONSORSHIP Prospectus



“Developing management and organisational capability to improve business performance.”

THE 11TH WORLD CONGRESS IS COMING TO NEW ZEALAND!

Wellington

4th – 6th DECEMBER 2006

www.worldcongressnz.com

The World Congress for Total Quality Management is the world’s premier business improvement-orientated congress. For the first time it is coming to New Zealand – it is an opportunity not to be missed!

In our current global economic and social environment, organizational survival demands extraordinary improvement in business performance. Organisations need to exist in a highly, and increasingly, networked world. They face fast-paced technological, economic, regulatory, environmental, demographic and cultural changes that daily influence their ability to remain relevant and viable.

Aimed at New Zealand, Australian and International organisations/senior managers and practitioners who are interested in improving their organisation’s performance, AND consultants, experts, researchers, businesses, business leaders, managers, and professionals who want practical ideas and solutions for improving the performance of their organization, this event is also a stage for academics who want to share their business research findings. The Congress will have presentations from some of the world’s top business speakers and scholars.

Attendance is expected to exceed 500 delegates and exhibitors

The theme was selected to align with a major initiative in New Zealand called *The Business Capability Partnership* whose aim is to improve the management and business capability of NZ organisations.

The Congress is being organised by

- the Centre for Organisational Excellence Research (COER);
- New Zealand Organisation for Quality (NZOQ);
- New Zealand Business Excellence Foundation (NZBEF);
- New Zealand Institute for Management (NZIM);
- SAI Global; and
- Kanji Culture (the founders of the World Congress for TQM).

The Congress is supported by **The Business Capability Partnership**.

<http://www.med.govt.nz/about/bim-2005/economic/economic-05.html>

Business Capability Partnership

The Business Capability Partnership was launched in 2004 to improve understanding and support action in the private and public sectors to raise management capability (\$2.4 million 2005/2006, \$1.2 million 2006/2007 and outyears). The Ministry is working with a steering group of key private sector suppliers of management and business capability services to better coordinate public and private sector services, raise quality and improve access. The funding is also being used to undertake research into New Zealand's current level of management capability and ways to improve the capability in New Zealand firms

BENEFITS TO DELEGATES

The Congress will provide attendees with a more complete understanding of what it takes to become a successful organization in today's and tomorrow's business world. We are confident that attendees will obtain ideas and initiatives that, if implemented, will lead to substantial improvements in their own organisation's business capability and performance. The event will provide a great opportunity for learning, sharing, and networking.

BENEFITS TO SPONSORS

Wide-ranging exposure to key decision makers

The congress will be widely publicised through direct mailing, programme inserts into well-known business magazines, partner promotion via leading associations, press releases, and hopefully television exposure. Due to the congress topic and our prestigious speakers we are expecting a large turnout of key decision makers (CEOs and senior managers) as well as other business people that wish to make a difference within their organisation.

Association of your organisation's name with "Best Practices" and "Performance Excellence"

As a sponsor of a performance excellence congress, your company is likely to be recognised as an organisation that is "excellent" or "aspiring to be excellent". This recognition will be particularly strong if your company chooses to sponsor a congress theme relevant to your own objectives and where attendants learn how to apply a specific best practice or improvement approach.

Opportunities to market your products directly

Your company will have opportunities to promote directly your company's products to the delegates and organisations attending the congress through displays and exhibits.

SPONSORSHIP OPTIONS AND PRIVILEGES AVAILABLE:

PLATINUM Sponsor (\$by negotiation) Limited to one sponsor

All the privileges notified for Gold Sponsor PLUS

- Exclusive naming rights to the Congress Satchel
- Notified as the sponsor of the Welcoming and Closing Address
- Notified as the sponsor of the Congress Dinner
- Opportunity for individual mentoring with Keynote Speakers

GOLD Sponsor (\$7500+GST) Limited to six sponsors

- Notified in the official program as GOLD Sponsors
- Notified in all the promotional materials
- Notified in all the media releases and articles regarding the Congress
- Notified on the Congress website (www.worldcongressnz.com) with a direct link to your organisation's website. The Congress web pages will feature a detailed congress program and keynote speaker information. Following the completion of the congress, it will feature a summary report of the Congress.
- Opportunity for individual mentoring with Keynote Speakers
- Notified as a sponsor of one of the following congress themes
 - Theme - Leadership*
 - Theme - Strategy*
 - Theme - Customer and Market Focus*

Theme - Measurement, Analysis and Knowledge Management

Theme - Human Resource Focus

Theme - Process Management

Theme - Organisational Capability Building

- Trade display area provided in the catering hall to promote your company and its products/services
- One complimentary registration to the Congress for a company staff member.
- Plus, One complimentary registration to the Congress for a guest of your choice.
- Opportunity to present a paper at Congress (paper subject to specified acceptance criteria)

SILVER Sponsor (\$2,500+GST)

- Notified in the official program as SILVER Sponsors
- Notified in all the promotional materials
- Notified on Congress website (www.worldcongressnz.com) with a direct link to your organisation's website. The Congress web pages will feature a detailed congress program and keynote speaker information. Following the completion of the congress, it will feature a summary report of the Congress.
- Trade display area provided in the catering hall to promote your company and its products/services
- One complimentary registration to the Congress for a company staff member.

CONGRESS PROMOTION

Prior to the Congress, we will advertise the Congress through the **Congress partners and supporters** who include COER, NZIM, NZBEF, NZOQ, SAI Global, Kanji Culture and the Business Capability Partnership (including MED and many others); via their

- **Regular newsletters** - a combined circulation of more than 40,000 world-wide
- **Websites**

AND through

- **Inserts or promotional articles** in professional management magazines and journals
- **Promotional articles** in newspapers
- **Direct mail-outs** to NZ and Australian organisations
- **Media interviews**

Sponsors will also be provided with material with which to promote the Congress through their own networks.

APPLICATION

Please contact Rosemary directly to discuss your preferences for sponsorship.

Email sponsors@worldcongressnz.com

Phone Rosemary, 06 358 7155 or 021 217 8298

MORE INFORMATION.....

Website: www.worldcongressnz.com

Contact us: Email enquiries@worldcongressnz.com

Phone Robin Mann, 06 350 5445.

Rosemary Hancock, 06 358 7155 or 021 217 8298