

VERMONT BUSINESS ROUNDTABLE
**EXECUTIVE LEADERSHIP
SERIES**

7TH ANNUAL BREAKFAST

**ADAPTATION ADVANTAGE:
LEADING WELL IN A COMPLEX & CHANGING WORLD**

Save the Date
WEDNESDAY, OCTOBER 30TH, 2024

Featuring

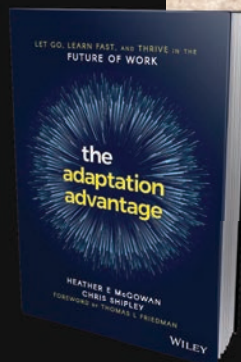
HEATHER MCGOWAN
FUTURE-OF-WORK STRATEGIST
& AUTHOR

HOTEL CHAMPLAIN BURLINGTON BY HILTON

8:00am Networking Breakfast
9:00am Keynote
9:45am Q&A
10:00am Adjournment to Networking

How You can Support this Event

BECOME A SPONSOR
PURCHASE A TABLE (10 SEATS)
INVITE OTHER BUSINESS AND COMMUNITY LEADERS
DONATE SEATS OR A TABLE TO STUDENTS



For more Info and to Register
WWW.VTROUNDTABLE.ORG/2024-ELS



This Event is Made Possible by the Generous Support of our Sponsors



Leonardo's Pizza



P.C. Construction



SymQuest Group



About Heather

Future-of-work strategist **Heather E. McGowan** helps leaders prepare their people and organizations for the Fourth Industrial Revolution. The Third Industrial Revolution was marked by computerization and automation of physical labor, laying the foundation for the Fourth Industrial Revolution, which will be notable for the rapid advancement of technology tools into the domain of human knowledge work. In this world, humans must continuously learn and adapt, and with this transition comes information overload. Heather gives lucidity to this topic through her illuminating graphic frameworks and powerful metaphors, all backed by deep research. In 2017, LinkedIn ranked her as its number one global voice for education. Pulitzer Prize-winning New York Times columnist Thomas Friedman frequently quotes Heather in his books and columns and describes her as “the oasis” when it comes to insights into the future of work. Heather’s sessions help employees and leaders alike prepare for and adapt to jobs that do not yet exist.

McGowan’s clients range from start-ups to publicly traded Fortune 500 companies, including AMP Financial, Autodesk, Biogen, Citi, Accor Hotels, AARP, The World Bank, and BD Medical. Often quoted in the media, notably in the New York Times, McGowan serves on the advisory board for Sparks & Honey, a New York-based culture-focused agency looking to the future for brands. McGowan’s academic work has included roles at Rhode Island School of Design, Becker College, and Jefferson University, where she was the strategic architect of the first undergraduate college focused exclusively on innovation. Heather advises and gives keynote addresses for organizations all over the world and, with her colleagues, provides bespoke consulting to help organizations adapt to the Fourth Industrial Revolution. Her think tank is called Work to Learn because McGowan believes that in the Third Industrial Revolution, we learned (once) in order to work and now, in the Fourth Industrial Revolution, we will work in order to learn (continuously). McGowan is the co-editor and author of the book *Disrupt Together: How Teams Consistently Innovate* and a Forbes contributor. Her latest book on the future of work is called *The Adaptation Advantage*. [Learn More About Heather’s Work at HeatherMcGowan.com](https://www.HeatherMcGowan.com)

The Executive Leadership Series

DEVELOPING A LEGACY OF CONTINUED LEARNING FOR LEADERS

This fall, the Roundtable will host our 7th Executive Leadership Series Breakfast in Burlington, which is designed to showcase current and emerging trends in the world of work, and engage hundreds of the state’s best business and community minds to broach cultural and business topics of utmost importance to Vermont and beyond.

The Executive Leadership Series events are designed to be valuable professional development and networking opportunities for CEOs and their key team members and proteges, as well as influential leaders in the private, non-profit and public sectors.

Every year local high school students have also been able to join the event, eager to become leaders of influence themselves - thanks to supporters like you.

PREVIOUS SPEAKERS INCLUDE:

Jennifer Siebel Newsom	Jackie Freiberg	Heather McGhee
Marilyn Tam	Tim Urban	Nicholas Thompson



YOU HAVE TO KEEP DOING THESE

Patrick Burke, Principal
South Burlington High School

We are incredibly fortunate here in Vermont to have this opportunity to hear from a nationally-recognized leader.

Sara Byers, Leonardo’s Pizza

Sponsor Benefits

Preferential Event Seating

Private Dinner with Speaker (Title & Gold Sponsors)

Organizational Team-Building (attend with your team)

Visibility (your company’s name or logo on all promotional materials)

Connection with Other Vermont Leaders (Networking before and after event)

EXECUTIVE LEADERSHIP SERIES

SPONSORSHIP OPPORTUNITIES

For those looking for high visibility at the Vermont Business Roundtable's events, we offer four levels of premier sponsorship. All sponsors receive prominent billing at events, on the web and in event materials. Note: all logos are scaled in size according to sponsorship level.

PRICING & BENEFITS	TITLE	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Private Dinner with Keynote Speaker Evening Before Event	★	★	★	
Acknowledged as Lead Sponsor above the Event Title in all promotions	★			
Opportunity to Speak for 5 mins. at Event and Introduce Keynote	★			
Opportunity to Introduce Keynote to Media	★			
Sponsor may Provide Own Promotional Item at Event	★	★		
Full Page Ad in Event Program	★			
Half Page Ad in Event Program		★		
Company Logo Present On-site at Event and in Program * Bronze Sponsors receive listings	★	★	★	
Company Logo on Promotional Materials, Including VBR Website (with hotlink to your website) * Bronze Sponsors receive listings	★	★	★	
Sponsor Listing on Name Badge	★	★	★	★
Reserved Table for 10 Preferential Seating	★	★	★	★

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WEDNESDAY, OCTOBER 30TH, 2024 // 8:00AM - 10:00AM
HOTEL CHAMPLAIN BURLINGTON BY HILTON // 60 BATTERY STREET

OFFICIAL SPONSORSHIP / TABLE COMMITMENT FORM

PLEASE FILL OUT THIS FORM IN ITS ENTIRETY AND RETURN ATTENTION TO:

Sherra Bourget, sherra@vtroundtable.org or

Vermont Business Roundtable, 30 Kimball Avenue, Suite 300, South Burlington, VT 05403

_____ We wish to be a Gold Sponsor
(\$10,000, includes 10 Seats)

_____ We wish to purchase a Table
(\$1,500 / Seats 10)

_____ We wish to be a Silver Sponsor
(\$5,000, includes 10 Seats)

_____ We wish to purchase a Half Table (\$750 / Seats 5)

_____ We wish to be a Bronze Sponsor
(\$2,500, includes 10 Seats)

_____ We wish to purchase _____ Individual Seats
(\$160 / each)

☐

Check box if you would like to sponsor a table, half table or donate one or more of your seats to a scholarship recipient or community guest.

Please Note: You may choose to donate a seat / seats at a later date.

SPONSOR / TABLE HOST INFORMATION

Company Name: _____

Company Contact Name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

Signature: _____

An invoice will be generated upon receipt of this completed form, which may be paid by ACH or check only.