



Sponsor:

<https://projectuconference.com/puc-sponsor-partner>

5th Oct. 2024

10 am - 3:30 pm

# Become a Sponsor

For more information call:

+233 59 419 8574 +233 54 752 2335  
+233 50 775 2784 +233 24 632 5758



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# 18 Speakers, One BIG Stage, 10 Countries, One Mind

Theme :  
**UNFOLD YOUR POTENTIAL, LIVE WITH DIRECTION  
- THE POWER OF 'U'**

Date & Time

5th Oct. 2024  
10 am - 3:30 pm



**LIVE  
STREAMING**

Register:  
[www.projectuconference.com](http://www.projectuconference.com)



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Partners:

Media Partners:

## Can a day really make a difference?

**Project U Conference** believes it can! There is even a bigger question; Can a day filled with power coaching, impact, and execution in the current life of an attendee really make a difference in their desired future life? Well, we believe it absolutely can!

Transforming society, one person at a time, 'The power of you' identified in the Project U Conference guides the concept behind self-discovery and the impact of these discoveries into the future of an attendee.

**The Conference is intended for every individual who seeks to improve their identity by reaching for more, looking for more and seeking to become more through:**

### EDUCATION

Specialised knowledge innovative ideas, strategies from over 18+ dynamic speakers to grow one's person and innate gifts.

### EMPOWERMENT

Energising and Inspiring sessions to challenge attendees to act on yourself development and professional growth.

### CONNECTION

Networking and collaborations with students, business owners, professionals, and entrepreneurs.

By partnering with us, you'll be supporting the growth and development of the next generation of leaders.

## PUC 2024 TWIST

The 3<sup>rd</sup> Edition of PUC campus tours which is the community development wing introduces **two** new twist– by supporting guidance and counseling units at every stop with general resources, volunteers **and a live simulcast of the main conference at all listed campuses, accessible via ([www.projectuconference.com/account](http://www.projectuconference.com/account))**, made possible by our sponsors/partners! , Advance thanks to you our sponsors and partners!

This means interested students can now join in and benefit from the impactful lessons and self-discovery sessions, even if they can't physically attend.

Our mission remains to empower today's leaders for the tomorrow they desire, with renowned speakers and guidance and counseling units at every stop, supported by our sponsors and partners.

### **Why should you sponsor Project U Conference 2024?**

- Reach a vast audience of students and young adults
- Build your brand and increase visibility
- Support the development of future leaders
- Network with like-minded individuals and organizations
- Make a positive impact on the community
- Be part of a unique simulcast experience, expanding your reach to multiple campuses.

*Join us in shaping the future of young adults in Africa.*

# OBJECTIVES OF PUC

## Learn from world-class self-development coaches

Learning from elite personal development experts in the world, gain knowledge on how to think creative and industrious with principles and personal growth techniques from renowned experts and their time-tested teachings.

## Renew your energy

Designed to deliver the very best self-development and discovery that inspires and motivates an attendee.

## Impact your community

Attendees will gain meaningful and relevant insights to speakers' various personalities so an attendee can return ready to implement new action plans, working with their weaknesses and strengths and leading with a renewed passion and commitment.



# CORE OBJECTIVES OF PUC

## Make Connections

This Conference presents an opportunity for you to make new connections or build on the ones you have during this conference. Expand your network with relationships that produce tangible results.

## Gain New Ideas

This Conference presents a world-class experience full of rich content, key takeaways and easy to implement action plans. With prolific personalities from the African Continent and beyond.



# THE EVENT PLAN

THE TERTIARY TOUR	26th July - 27th September 2024
EARLY BIRD TICKET	5th - 10th August, 2024
SPONSORSHIP & PARTNERSHIP ANNOUNCEMENT	16th September, 2024
SPEAKERS ANNOUNCEMENT	19th August, 2024
EXHIBITION/VENDOR SLOT OPENING	1st September, 2024
STAKE HOLDER VIRTUAL FORUM	27th September, 2024



**18 Speakers,**  
**One BIG Stage,**  
**10 Countries,**  
**One Mind**

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**Project 'U'**  
**Conference**  
*the power of you.*

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# CONFERENCE OUTLINE

**Venue:** Project U Conference Online Portal ( **virtual for attendees and in person for available resource persons in resident country of host**)

**Live Venue :** YOTA Ghana – Bawaleshie Road- East Legon

**Date:** Saturday, 5<sup>TH</sup> October,2024

**Session 1** Empowerment Session

**Time:** 9 am -12:30 pm

**Break:** 1hr

**Session 2** Panel Session

**Time:** 1:30pm – 3:30pm





# OUR SPEAKERS

SESSION ONE



# SPECIAL GUEST

**Marjorie Saint-lot**

**CEO UBER – Ghana/Ivory Coast**

Marjorie Saint-Lot is the Country Manager for Uber in Ghana and Cote d'Ivoire. In this role, Marjorie focuses on building strategy with focus on growth and sustainability in the two markets.

Marjorie has been with Uber since November 2019 and previously worked in strategy and development for Orange Cote d'Ivoire with a key highlight being the leading of the company's external growth and diversification program. She has acquired more than 15 years of international professional experience in various sectors and with a recent focus on market intelligence and strategy.

Marjorie is currently Co-Chair of Women at Uber in SSA and a member of Uber's EMEA Women at Uber where she promotes the advancement of women at Uber through the network, access to leadership, professional development, and peer mentoring.

Born in Côte d'Ivoire, Marjorie has a passion for disruptive technology and business models made for Africa's sustainable development. She has completed a Master 2 in Economical and Financial Engineering from l'Universite de la Reunion.

# SPEAKERS



**Stephen Essien**  
Ghana



**Ama Duncan**  
Ghana



**Anthony Dzamefe**  
Ghana



**Apriorkor Ashong-Abbey**  
Ghana



**Daniel Sarpong**  
Ghana



**Ms Nancy**  
Ghana



**Papa Arkhurst**  
Ghana



**Shatiera Port'e**  
USA



**Yvonne Massai**  
Tanzania



**Manasseh Dogon**  
Nigeria



**Dineo Molokoane**  
South Africa



**Theehime**  
Ghana



# OUR PANELIST

SESSION 2



**Dr. Janet Palmer**  
USA



**Dr. Lauren Josephs**  
USA



**Dr. Smitha Shetty**  
India/Ghana



**Maami Serwa  
Amoakohene**  
UK/Ghana



**Felicity Ama Agyemang**  
Ghana



**George Asah**  
Ghana



**Esther Amba  
Numaba Cobbah**  
Ghana

## The PUC CAMPUS TOURS

PUC campus Tours, an empowering initiative designed to create an enabling environment for confused youth, guiding them towards self-discovery and Intentional Living. This tour serves as a precursor to the highly anticipated **Project U Conference**, which will be held later this year under the theme *“Transforming your life, Amplify your impact- The Unfold: discover, develop and deploy.”*

The Project U Conference campus tours aims to visit **30 secondary and tertiary schools** across Ghana before the **July 2025**, providing an opportunity for over **20,000.00** audience members to engage in transformative discussions and interactive sessions. Our mission is to empower young individuals like yourself, equipping you with the tools and knowledge needed to navigate life with intention and purpose.

During the tour, we will bring together a diverse group of influential speakers, thought leaders, and industry experts who will share their wisdom, experiences, and insights on various aspects of self-discovery and Intentional Living. Through interactive workshops, engaging panel discussions, and thought-provoking presentations, we will guide you on a journey of self-exploration and personal growth.

# 2024 TERTIARY TOUR



Theme :

**TRANSFORMING YOUR LIFE,  
AMPLIFY YOUR IMPACT**

Date & Time

26th July, 2024

27th Sept. 2024



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# TERTIARY TOUR

## Accra

- University of Ghana
- AUCC
- Wisconsin International University College
- University of Professional Studies - UPSA
- Dominion University College
- Knustford University College
- Ghana Communication Technology University

## Takoradi

- Takoradi Technical University - TTU

## Kumasi

- Kwame Nkrumah University of Science and Technology
- Kumasi Technical University

## Eastern

- Koforidua Technical University
- Methodist College of Education- Akim Oda

## Ho

- Ho Technical University
- Evangelical Presbyterian University College

## Cape Coast

- Capecoast University
- Capecoast Technical University





Project 'U'  
Conference  
the power of you.

# 2024 HIGH SCHOOL TOUR



Theme :

TRANSFORMING YOUR LIFE,  
AMPLIFY YOUR IMPACT

UNFOLD: Discover, Develop, Deploy.

Date & Time

26th July, 2024  
27th Sept, 2024



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# SENIOR HIGH SCHOOL TOUR

## Accra

- Achimota Senior High School
- Accra Girls Senior High School
- West African Senior High School
- St. Thomas Aquinas Senior High School
- Ebenezer Senior High School
- Labone Senior High School

## Cape Coast

- St. Augustine College
- Adisadel College
- Mfantshipim Senior High School
- Mfantiman Senior High School
- Ghana National Senior High School
- Holy Child Senior High School

## Eastern Region

- Aburi Girls Senior High School
- Pope Johns Seminary
- Benkum Senior High School
- Ofori Panyin Senior High School
- Ghana Secondary Senior High School
- Suhum Sec/Tech School

## Western Region

- St. Johns Senior High
- Sekondi College
- Archbishop Porter Girls
- Fijai Senior High
- Bompeh Senior High
- St Mary's Boys School

## Ashanti Region

- St Louis Senior High
- Kumasi High
- Yaa Asantewaa Girls Senior High
- Osei Tutu Senior High
- Anglican Senior High School
- Konongo Senior High
- Opoku Ware Senior High

## Volta Region

- Ola Girls Senior High
- Mawuko Senior High
- Bishop Herman College
- Mawuli Senior High
- Keta Senior High
- Dzodze Penyi Senior High
- Akatsi Senior Technical High School



**12  
MEMBER**

**TOUR  
TEAM**

**EKOW ESHUN** – Entrepreneur/Motivational Speaker

**JUDITH AKOTO** - Medical Doctor/Self-awareness mentor

**DOVI SENYO** – Finance Coach

**LADY AJO** – a licensed counselor, mental health advocate, women empowerment influencer

**BERLA MUNDI**- Self Development Advocate, broadcaster and P.R Consultant

**ANNETTE ARABA** – a career coach

**DEDO KOFI**- Coach, Business Branding, Corporate Gifts, Advertising, Event Planner

**EKOW MENSAH** –Entrepreneurship Coach and serial entrepreneur

**ZEO LOUISE**- Executive Director, The Letmebeawoman Foundation

**AKOSUA NAANA LEXIS OBENEWAA OPOKU-AGYEMANG**- Brand Consultant/Life Coach

**LYDIA SENA AMI KUDOWOR**-CEO Bitfiasi Foundation

**FELIX AFUTU** – CEO Mcphilix Ltd





# WHY SPONSOR

- **Benefit from the exposure and goodwill of the conference for today's youth**  
Showcase support for the Conference, now till 2024 October, with sponsorship for this conference.
- **Help create the premier professional self-discovery event for today's youth**  
Support personal and professional development for thousands of youth from new professionals to entrepreneurs to senior corporate leaders.
- **Engage corporate leaders as speakers**  
Feature the thought leadership of your senior corporate attendees in a variety of sessions on the year's theme, such as career advancement, professional and leadership development, effective use of technology, money management, and life skills.
- **Gain visibility for your leaders and brand**  
Exposure to our engaged youth community continues year-round through the Conference website, monthly e-newsletter, e-coaching, on-site signage, a printed brochure, and a comprehensive digital marketing campaign including e-mail, Facebook, TikTok, Instagram, LinkedIn, Twitter and other social channels.
- **Showcase your corporate support for diversity and inclusion initiatives**  
By participating as a Conference sponsor, you are demonstrating your corporate support for diversity and inclusion initiatives to the community and the youth at large.
- **Enhance community outreach and recruitment**  
Participation in the programme, introductions to our supporting organisations, speaking opportunities on topics relating to self-discovery and development, and general life adaptation, as well as a presence in the exhibit hall, afford valuable opportunities for community outreach and recruitment.
- **Sponsoring of a leader today**  
Your sponsorship goes to support that individual who seeks to become but can't afford this conference as an angel sponsor



# KPI'S

To measure the success of our partnership, we propose the following KPIs:

- **Brand Visibility Metrics:** We will track the reach and engagement of your brand across various platforms, including website traffic, social media impressions, and press mentions.
- **Lead Generation:** your brand will receive periodic reports on the number of leads generated through conference-related activities, such as the PUC campus Tours. This will include the count of new savings accounts opened as a result of the tour pinned to attendee registrations.
- **Feedback and Satisfaction:** We will collect feedback from attendees regarding their experience with the presence at the conference. This will help evaluate the impact of your sponsorship and identify areas for improvement.
- **Conference Reach and Activities of the Conference:** Project U Conference 2024 aims to reach a wide audience of about 10,000.00 across Ghana, including professionals, students, entrepreneurs, and individuals seeking personal growth and professional development.
- **Tour Reach and Activities of the Conference:** Project U Conference 2024 aims to reach a wide audience across the Ghanaian campus scope scaling over 5000 audiences through the tour in partnership with listed tertiaries SRC's and the main conference.

# OUR REQUEST FOCUS

- **Cash sponsorship** – this will enable the planning and setup for complete conference experience for all stake holders and help offset support for speakers on their individual knowledge share.
- **Sponsor Product support** – this will help give firsthand brand experience to speakers, attendees and panelist of the conference as we will be able to spread with love and direction to marketing specified product to the conference audiences. **E.g.(attendee giveaways and resource persons give away pack)**

# SPONSORSHIP PACKAGES



- **PLATINUM- GHS 100,000.00**
- **GOLD – GHS 75,000.00**
- **BRONZE – GHS 50,000.00**
- **SILVER – GHS 40,000.00**
- **PANEL DISCUSSION SPONSORSHIP: GHS 30,000.00**
- **CAMPUS TOUR SPONSORSHIP: GHS50,000.00**

Due to the special importance attached to this programme, sponsorships from companies and organizations may be subject to discussion with our **PUC committee**. This is to build trust with the sponsors and ensure that they benefit from any sponsorship offered. We believe that your brand has the requisite logistics to expand the vision of this conference.

## **SALES**

Sales are a very important aspect of business. Your brand will mount its stands in our e-exhibition stall for sales and direct communication with attendees for deliveries.



## **BRANDING/PUBLICITY**

### **PLATINUM**

- Conference naming right—Brand definition attached to PUC as headline sponsor
- Open window to sync and augment sponsor specific product to PUC.
- Guaranteed Pre-Promos
- Full page dedication in conference e-brochure for purpose of brand marketing .
- Branding of conference venue.
- Projection of brand's logo and company advertisements on all our social media platforms. Display of Brand's logo on all printed materials.
- 15 VIP tickets dedicated to staff of brand with 1000 free student ticket bundle.
- Display of brand's corporate logo and advertisements on screen during conference.
- Special mention of brand's name during all radio LPMS.
- An appreciation citation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.
- Shooting of a dedicated 3minute appreciation video for the brand- as an advertisement content.

## **BRANDING/PUBLICITY**

### **GOLD**

- Guaranteed Pre-Promos
- Half page dedication in conference e-brochure for purpose of brand marketing.
- Projection of brand's logo and company advertisements on all our social media platforms. Display of Brand's logo on all printed materials.
- 10VIP ticket dedicated to staff of brand. with 700 free student ticket bundle.
- Display of brand's corporate logo and advertisements on screen during conference.
- Mention of brand's name during all radio LPMS.
- A citation of appreciation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.





## **BRANDING/PUBLICITY**

### **BRONZE**

- Guaranteed Pre-Promos
- Quarter page dedication in conference brochure for purpose of brand marketing.
- Projection of brand's logo and company advertisements on all our social media platforms. Display of Brand's logo on all printed materials.
- 5 VIP tickets dedicated to staff of brand with 500 free student ticket bundle.
- Display of brand's corporate logo and advertisements on screen during conference.
- Mention of brand's name during all radio LPMS.
- A citation of appreciation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.

## **BRANDING/PUBLICITY**

### **SILVER**

- Guaranteed Pre-Promos
- Dedicated slot in conference brochure for purpose of brand marketing.
- Projection of brand's logo and company advertisements on all our social media platforms. Display of Brand's logo on all printed materials (Banners, Billboards and Fliers).
- 2 VIP tickets dedicated to staff of brand with 300 free student ticket bundle.
- Display of brand's corporate logo and advertisements on screen during conference.
- Mention of brand's name during all radio LPMS.
- Sponsor will also have the pleasure to have special lunch with all invited guests discuss other matters of importance and for their print materials such as (Calendar, Brochure, Fliers etc.)
- An appreciation citation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.



## BRANDING/PUBLICITY

### PANEL DISCUSSION

- Conference Panel Discussion naming right-Brand definition attached to PUC as headline sponsor
- Open window to sync and augment sponsor specific product to PUC.
- Guaranteed Pre-Promos
- Full page dedication in conference e-brochure for purpose of brand marketing .
- Branding of conference panel discussion virtual experience.
- Projection of brand's logo and company advertisements on all our social media platforms.
- 5 VIP tickets dedicated to staff of brand.
- Get to sponsor 100 e-pass slot for 100 students.
- Display of brand's corporate logo and advertisements on screen during conference.
- Special mention of brand's name during all radio LPMS.
- An appreciation citation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.
- Shooting of a dedicated 3minute appreciation video for the brand- as an advertisement content.



## **BRANDING/PUBLICITY**

### **CAMPUS TOUR**

- PUC CAMPUS TOUR naming right—Brand definition attached to PUC as headline sponsor
- Open window to sync and augment sponsor specific product to PUC.
- Guaranteed Pre-Promos
- Full page dedication in conference e-brochure for purpose of brand marketing .
- Branding of conference virtual experience.
- Projection of brand's logo and company advertisements on all our social media platforms.
- 5 VIP tickets dedicated to staff of brand.
- Get to sponsor 100 e-pass slot for 100 students.
- Display of brand's corporate logo and advertisements on screen during tour.
- Special mention of brand's name during all radio LPMS.
- An appreciation citation will be presented to the sponsor for helping the youth of today discover and prepare to live an intentional life through the conference.
- Shooting of a dedicated 3minute appreciation video for the brand- as an advertisement content.



## **OTHERS**

**GHS 20,000.00 – GHS 2,000.00**

**WE ARE AVAILABLE TO  
DISCUSS OTHER FORMS OF  
SPONSORSHIPS**



**Project 'U'  
Conference**  
*the power of you.*

# VENDOR CALL!

PUC VENDOR E-STALL PASS

▶ Rate **50Ghc**

REGULAR IN-PERSON STALL

▶ Rate **300Ghc**

**REGISTER ON THE WEBSITE**

[www.projectuconference.com](http://www.projectuconference.com)

## Are you a Business Owner?

Join the Project U conference Online business expo for the chance to showcase your business, grow your market, learn from a time tested brand planner and network with other like mind entrepreneurs.

**IN PERSON/ ONLINE  
VENDOR STALL**

▶ Rate **100Ghc**

Listing in event e-brochure 1 online stall  
Access to conference online  
E-copy of 48 Brand Questions Journal

**Social media promotion**  
(With 1 pre and post on advert)

**NB:** Vendor would need to submit flyer and images of products with prices and check out details on payments with room to deliver goods to customers.

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# TICKET

Tickets are 100% Virtual

Students Tickets Online

**Ghc 20.00**

Regular

**Ghc 50.00**

Online Vendor Stall

**Ghc 100.00**

**BUY TICKETS:**

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# SPONSORED TICKET

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## ANCHOR SPONSOR

Sponsor 10 student  
Sponsor 50 students  
Sponsor 100 students  
Sponsor 200 students

## CSR SPONSOR

Sponsor 5 Regular  
Sponsor 20 Regular  
Sponsor 50 Regular  
Sponsor 100 Regular  
Sponsor 200 Regular

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# ABOUT ORGANIZING CONSORTIUM

Conversationalist Listening Ear Consult is in the field of human development, with a vast network of experts and partners training in the fields of Individual Transformation, Value-based Leadership, Culture & Change in harmony with Strategy. People & Process is one of our specialties, while offering a digitized professional therapeutic online platform that serves professional counselors, therapists, and their clients a common ground to operate.

## MISSION

CLE Consult's mission is to help individuals grow into transformational and ethical people who provide value to institutions and communities and can lead themselves and others to effect substantial change and development in their nations and Africa.

## VISION

Consortium's mission is to promote personal development.

## VALUES

- Have faith in spirituality, self and others.
- Having a positive outlook might open the door to new opportunities.
- Anticipating and responding to difficulties.
- Add value by valuing yourself and others with intentionality thus making a concerted effort to better oneself and the world around one.





For subsequent correspondence, you may call directly to the project lead  
0246325758/0507752784 or email: [puc@naanalexis.com](mailto:puc@naanalexis.com).

# THANK YOU



#puc  
Intentional Living...