



HYBRID PROJECT U CONFERENCE 2025

Beyond Boundaries,
Unlock New Possibilities:
The Power of U

CAN A DAY REALLY MAKE A DIFFERENCE?

Project U Conference believes it can! But here is an even 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's desires. 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:



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WHAT IS PROJECT U CONFERENCE?

Project U Conference is a global event that brings together individuals from diverse backgrounds to unfold their potential and live with direction. Our mission is to empower the power of 'U' and create a community that inspires and supports each other.

A dedicated conference for self-discovery/intentionality designed for people seeking to become more through education, mentorship, and networking. Learn from world-class leaders in life coaching/human development.

- Learn from the world's top creative minds and experts.
- Learn how to think openly, creatively, productively by applying intentional living and leadership ideas and personal growth approaches from renowned experts and their time-tested teaching. Influence your neighborhood.



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WHAT IS PROJECT U CONFERENCE?

- Whether you are at the crossroads of life choices or why you keep failing and losing energy, work in an organisation with other humans you don't seem to connect with or want to be a better version of yourself or finding mentors/life coaches to aid you in your life journey, you will learn valuable and relevant insights that will allow you to return home ready to implement your new action plan and lead with renewed enthusiasm and conviction.



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CONFERENCE OVERVIEW

THEME:

Beyond Boundaries,
Unlock New Possibilities:
The Power of U

FORMAT:

Hybrid-In-person + Virtual E Pass
Ready For Global Participation

CORE AUDIENCE:

Students, Professionals, Academics, Innovators, And
Stakeholders In Technological Development, Education,
Entrepreneurship, And Community Engagement

EDUCATION

Specialized knowledge innovative ideas shares, strategies
from over 15 plus dynamic speakers to grow your person
and your innate giftings.

CONNECTION

Networking and collaborations with like-minded
people, business owners, professionals, and entrepreneurs.

EMPOWERMENT

Energizing and Inspiring sessions to challenge
you to act on yourself development and professional growth.

CORE 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 you.

IMPACT YOUR COMMUNITY

Whether you are in a confused state of self-realization or are a self-conscious person in a large organisation or want to be a better mentor to those around you or to develop your team, you will gain meaningful and relevant insights to your team's various personalities so you can return ready to implement your new action plans, working with their weaknesses and strengths and lead with a renewed passion and commitment



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CORE OBJECTIVES OF PUC

MAKE MEANINGFUL CONNECTIONS

This Conference presents an opportunity for you to network with like-minded personalities. 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.



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TIMELINES

1. TERTIARY TOUR:

July 28 – September 1 – Series Of Pop-up Teaser Events (Campuses, Tech Hubs, Co-working Spaces) – Build Brand Awareness, Share Sneak-peeks, Collect Registrations, Engage Media

2. EARLY-BIRD TICKET SALE:

August 1 – September 10 – 10% Discount On All Ticket Categories – Promote Via Email Campaigns, Social Media Ads, Partner Channels

3. SPONSOR & PARTNER ANNOUNCEMENT:

September 1 – Reveal Top-tier Backers And Content Partners (e.g., Universities, Tech Firms) – Launch Co-branded Collateral, News Releases, Social Spotlight

4. STAKEHOLDER ENGAGEMENT VIRTUAL FORUM:

September 26 – Half-day Virtual Session For Sponsors, Speakers, VIPs – Outline Agenda, Logistics, Marketing Strategy, Roles & Expectations Ahead Of Event

5. MAIN CONFERENCE DAY:

October 4 – Full-day Hybrid Summit (In-person + Stream) – Keynotes, Panels, Workshops, Networking, Showcase Fair

TICKETING STRATEGY

TICKET TYPE	PRICE (GHC)	EARLY-BIRD (AUG 1-SEP 10)	DETAILS
Regular In-Person	100	50	Full-day access, networking breaks, in-venue expo
Regular E-Pass (Virtual)	50	300	Complete live stream and recorded access
Student E-Pass	20	500	Discounted virtual seat for full session

SALES OUTLETS: Conference Website, Partner Campuses, Student Unions

PROMOTIONS: "X Days Left" Early-bird Countdown, Campus Ambassadors, Partner Orgs



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TERTIARY TOUR DETAILS

(JULY 28 – SEPTEMBER 1)

- **Week 1 (July 28–Aug 3):**
- **Week 2 (Aug 4–10):**
- **Week 3 (Aug 11–17):**
- **Week 4 (Aug 18–24):**
- **Week 5 (Aug 25–Sep 1):**

EACH STOP INCLUDES:

- **Pop-up booths**
- **Live insights into conference themes**
- **On-site ticket registration (+ early-bird access)**



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CONFERENCE DAY AGENDA – OCTOBER 4

TIME	PROGRAM SEGMENT
08:00–09:00	Registration & Breakfast (on-site+virtual welcome)
09:00–09:15	Opening – Emcee intro
09:15–10:00	Keynote #1: “Beyond Boundaries”
10:00–10:45	Panel: “Unlock New Possibilities in Tech”
10:45–11:15	Networking & Expo
11:15–12:00	Workshop Slot A (hybrid)
12:00–13:00	Lunch & Mentoring Mini-sessions
13:00–13:45	Keynote #2: “The Power of U”
13:45–14:30	Panel: “Scaling Educational Innovation”
14:30–15:00	Networking & Expo
15:00–15:45	Workshop Slot B (Hybrid)
15:45–16:30	Fireside Chat: Community & Entrepreneurship
16:30–17:00	Awards/Wrap-up + Closing Remarks
17:00–18:00	In-person networking reception

VIRTUAL ENHANCEMENTS: Live-stream, real-time chat rooms, Q&A moderation

2 STUDENT SPOTLIGHT: Early slot for students to present ideas/projects

RESOURCE ZONE: Downloadable takeaway with speaker bios, session notes, and sponsor info



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MARKETING & COMMUNICATION STRATEGY

- **PRE-TOUR (JULY 24–27):**

Social teasers, emails, “Coming soon” campus posters
Local PR: press releases about the tour kick-off

- **TOUR ROLLOUT:**

Daily Instagram/Facebook stories, student/influencer collabs
On-site photo booth + #ProjectU2025 hashtags

- **EARLY-BIRD PERIOD:**

Cross-channel reminders, campus ambassador boosts
“Two more days for early bird!” urgency posts

- **POST-ANNOUNCEMENT (SPONSORS):**

Press release + website update + co-branded visuals
Partner email focuses on their contributions

- **FINAL PUSH (SEPT 26 – OCT 3):**

Recap of forum highlights + key speaker teasers
Countdown to D day, share behind-the-scenes, logistics info



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SPONSORSHIP & PARTNERSHIPS

- **TIERED SPONSOR PACKAGES**

(Platinum, Gold, Silver) offering:

- Naming rights (e.g., Welcome Reception Sponsor)
- Exposure on stage, virtual platform, materials
- Booth space in the expo area
- Social media & press recognition

- **Hub Partners For Tertiary Tour & Local Promotion Support**



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STAKEHOLDER VIRTUAL FORUM— SEPT 26

- **PARTICIPANTS:**

Sponsors, Organizing Committee, key Speakers/facilitators

- **AGENDA:**

- Brief Theme Recap + Branding Strategy
- Conference Programming And Technical Walkthrough
- Marketing & Media Roll-out Plan
- Opportunities For Sponsor Involvement (Panels, Branded Sessions)
- Logistics: Roles, Equipment, Backstage Coordination
- Q&A + Next Steps

- **OUTCOME:**

Shared “Playbook” With Timelines, Guidelines, And Contact Persons



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SUCCESS METRICS

- **REGISTRATIONS:** Hit 500+ (50% In-person, 50% Virtual)
- **EARLY-BIRD CONVERSIONS:** ≥30% Of Total Registrations
- **TOUR REACH:** 2,000+ On-site Engagements + 1,500 Signups
- **SPONSOR ROI:** Engagement, Lead Capture, Brand Visibility
- **VIRTUAL ENGAGEMENT:** Session Ratings, Questions, Feedback
- **POST-EVENT FEEDBACK:** ≥85% Satisfaction Rating

POST-CONFERENCE FOLLOW-UP

- Distribute Session Recordings & Key Summaries (*Within 2 Weeks*)
- Send Attendee Satisfaction Survey + Certificate Of Participation
- Host A “What’s Next” Webinar For Follow Up Initiatives/projects
- Compile Analytics Report: Attendance By Region, Session Engagement, Heatmap Of Hot Topics
- Begin Early Planning Cycle For Project U 2026



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SPECIAL GUEST OF HONOUR



HER EXCELLENCY DR. JANE NAANA OPOKU AGYEMANG
(Vice President of Ghana)

The First Female Vp Of The Nation
(In Office Since January 7, 2025),

**Professor Opoku Agyemang Brings Decades Of
Expertise In Education, Leadership, & Women's
Empowerment—anchoring The Conference's
National Significance**

CONFIRMED KEY SPEAKERS

MAJORIE SAINT LOT (GHANA/CAMEROON)

TOPIC: Impact First: Designing a Life and Business with Meaning

– UN diplomat and women's empowerment leader.

SAMUEL K. AYIM (GHANA)

TOPIC: From Potential to Power: Mastering Self Leadership for the Future

– Founder of CTLA and seasoned purpose strategist.

DR. LANRE OLUSOLA (NIGERIA)

TOPIC: Beyond the Algorithm: Critical Thinking in an AI World

– Renowned life coach and psychologist ecosystem leader.

CONFIRMED KEY SPEAKERS

MAMBE CHURCHILL NANJE (CAMEROON)

TOPIC: The Digital You: Using AI as a Mirror, Not a Master
– Tech entrepreneur focused on ethical AI for youth.

DINEO MOLOKOANE (SOUTH AFRICA)

TOPIC: Reimagine You: The Courage to Break Personal Limits
– Self reinvention mentor and personal development expert.

DR. SAMMY OHENE (GHANA) (PSYCHOLOGIST)

TOPIC: ABCs of Parenting in a Digital Age
– A clinical psychologist with deep expertise in youth and digital parenting.

TOP 3 GHANAIAN MENTORSHIP & HUMAN DEVELOPMENT LEADERS

- REV. DR. GIFTY LAMPTEY
- JAMES EBO WHYTE (*UNCLE EBO WHYTE*)
- MALIK BASINTALE – *CEO OF YEA*
- JOAN SELASIE AHIAWORDOR ESQ – *DEPUTY CEO OF NEIP*



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MATCHING SPEAKERS BY TOPICS

#	TOPIC	ASSIGNED SPEAKER	FOCUS AREA
1	Vision First: How to Align Values, Faith & Finances in Your Youth	Yasmin O'Lugudor	Vision, values, financial literacy, faith
2	Lead from Within: Developing Leadership Character in a Distracted World	Michael Ohene-Effah	Ethical leadership, education, values
3	Start With Purpose: The Entrepreneurial Mindset Beyond Business	Ekow Mensah	Purpose discovery, youth entrepreneurship
4	The Bold New Normal: Mindset Shifts for STEM & National Impact	Lucy Quist	STEM careers, mindset transformation
5	Digital Citizenship: Building Africa through Volunteerism & Tech	Ato Ulzen-Appiah	Civic tech, youth service, digital opportunity
6	Career Confidence: Soft Skills & Integrity as 21st Century Credentials	Francis Obeng	Employability, soft skills, ethics
7	Speak to Lead: Building Expression & Cultural Power on Campus	Maame Esi Acquah-Taylor	Communication, youth identity, creativity

#	TOPIC	ASSIGNED SPEAKER	FOCUS AREA
8	Banking on You: Personal Finance, Generational Wealth & Economic Discipline	Abena Brigidi	Financial planning, Female Empowerment
9	The Future is You: AI, Innovation & Personal Branding in the Digital Economy	Kwame A.A Opoku	Innovation, Branding, Ai Economy
10	Living Intentionally: Designing a Life of Balance, Identity & Self-Worth	Akosua Naana Lexis Opoku-Agyemang	Wellness, identity, Intentional living
11	Ignite Your Gift: Finding & Monetizing Your Natural Advantage	Brenda Johnson	Talent development, creativity, Economic Empowerment
12	The Power of Consistency: Building Daily Habits that Deliver Long-Term Results	Dovi Senyo	Discipline, Aviation Leadership, Clarity



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TERTIARY TOUR OUTLINE

THEME: SELF-DISCOVERY, ROAD TO INTENTIONAL LIVING

Duration of tour: 2 hours session per campus

Session Empowerment/ Questions Session

**Time: 10 am -12 noon / 12noon – 2pm
(MORNING SESSION / AFTERNOON SESSION)**



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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 diverse groups of thousands of youths from new professionals to entrepreneurs to senior corporate leaders.

- **ENGAGE CORPORATE LEADERS AS SPEAKERS**

Highlight the thought leadership of your senior corporate attendees in a variety of sessions on theme for the year including career advancement, professional and leadership development, effectively using technology, money management, and life skills.



- **GAIN VISIBILITY FOR YOUR LEADERS AND BRAND**

Exposure to our engaged community of youth 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 program, introductions to our supporting organizations, speaking opportunities on theme related to self-discovery and development, general life adaptation, and a presence in the exhibit hall provide valuable opportunities for community outreach and recruitment.

- **SPONSORING OF A LEADER TODAY**

Your sponsorship is to support that individual who seeks to become but can't afford this conference as an angel sponsor

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 packs*



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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:** The Consolidated Bank of Ghana will receive periodic reports on the number of leads generated through conference-related activities, such as the PUC Tertiary Tour. This will include the count of new savings accounts opened because of the tour pinned to attendee registrations.
- **Feedback and Satisfaction:** We will collect feedback from attendees regarding their experience with the Consolidated Bank of Ghana's presence at the conference. This will help evaluate the impact of your sponsorship and identify areas for improvement.



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KPI'S

- **Conference Reach and Activities of the Conference:**

Project U Conference 2025 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 2025 aims to reach a wide audience across the Ghanaian tertiary scope scaling over 5000 audiences through the tour in partnership with listed tertiaries SRC's and the main conference.



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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
- **TERTIARY TOUR SPONSORSHIP** – GHS 45,000.00

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.




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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.
- 


- 50 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.
- 

- 30VIP 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.
- 

- 20 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).



- 10 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 of having a 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.
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- **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 TERTIARY 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.**
- **10 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.

ANGEL SPONSORS & OTHERS

GHS 20,000.00 – GHS 2,000.00

WE ARE AVAILABLE TO DISCUSS OTHER FORMS OF SPONSORSHIPS



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