



WOMEN IN LEADERSHIP

Dinner

PROSPECTUS 2024



When and where

Thursday 19 September 2024
The Glasshouse, Olympic Park Oval,
Olympic Blvd, Melbourne

Melbourne Business School

Melbourne Business School is where the world's brightest minds come to develop the skills and attitude they need to be the leaders of tomorrow.

For over 50 years, Melbourne Business School has played a transformative role in the lives of individuals, organisations and communities. We take this responsibility seriously and have been driving the diversity agenda in the Asia-Pacific Region through our teaching, research and advocacy.

The first woman to earn an MBA in Australia, Carmelita Salgado, graduated from MBS in 1965. Our faculty are leading research and practice in the value of diverse workforces, Indigenous economic and social inclusion, mental health in the workplace and new models of women and leadership.





**#1 University in Australia
The University of Melbourne**

Times Higher Education,
2023



#1 MBA in Australia

QS Global MBA Rankings,
2024



**#1 Executive MBA
in Australia**

QS World University
Rankings, 2023



**#1 Master of Business
Analytics in Australia**

QS Business Master's
Rankings, 2024

About the Women in Leadership Dinner

Melbourne Business School prides itself in presenting the Women in Leadership Dinner, previously known as Women in Management Dinner. This flagship event is where women and men are moved to celebrate the successes of inspirational women and delve deeper into what more needs to be done to support the careers of women.

40 years ago, in 1983, the late Jocelyne Howlett from the MBA Class of 1969 organised a regular event at the Lyceum Club for our women graduates to network and connect with each other.

From this beginning, Jocelyne's vision was taken up by others including Catherine Walter AM, Diane Ellis and Professor Amanda Sinclair, and grew into one of the School's most popular and cherished annual events, the Women and Management Dinner.

Over three decades, this event featured speakers including Victoria's first Supreme Court judge, Rosemary Balmford AM; Margaret Jackson, the first woman to become chair of a top 50 company in Australia; Catherine Livingstone AO, the then-CEO of Cochlear and former Chairman of Commonwealth Bank; and many other notable guests, before it was put on hold due to COVID-19. In 2023, we bought back this popular event as the Women in Leadership Dinner.

This signature event is one of the School's most anticipated evenings, bringing together members of Australia's business community together with Melbourne Business School faculty, alumni and students for a night of celebration, inspiration and networking. The 2023 event sold out in three weeks, with almost 300 people attending on the night and 98% of attendees rating their experience as 'happy' or 'very happy'.



mbs.edu/wild





2024 Event Details

The 29th Women in Leadership Dinner will be hosted at The Glasshouse, on Thursday, 19 September 2024. The event will be a great opportunity for networking, with more than 350 guests including many of Victoria and Australia's most influential business leaders. We are offering a range of sponsorship opportunities for partners to engage with this audience according to their budget and needs.



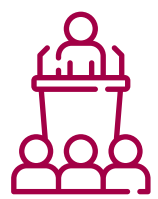
Hosting
350 guests



Grazing station
and cocktails on
arrival



Three-course
dinner and
drinks



Keynote address
from a high-profile
executive



Panel discussion featuring
business, academic and
community leaders

DELEGATE

demographics (2023)



291 attendees
SOLD OUT in 3 weeks



88% of attendees were female

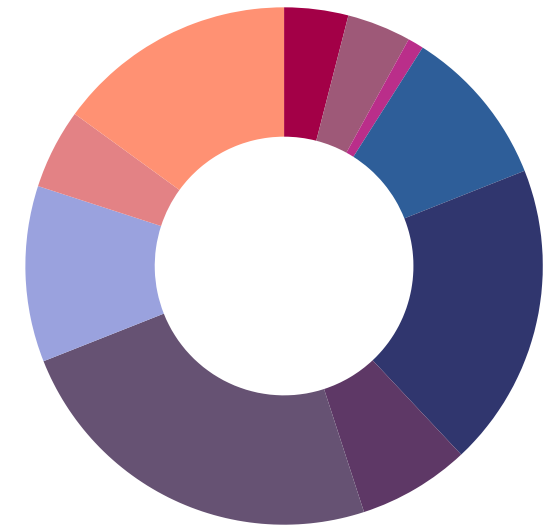


MORE THAN 97% of ticket holders attended on the night



98% of attendees rated their experience as 'happy' or 'very happy'

INDUSTRY BREAKDOWN



Finance	24%
Education	19%
Retail	15%
Gov and Healthcare	11%
Consulting	10%
Energy	7%
Professional services	5%
Technology	4%
Banking	4%
Biotechnology	1%

ENGAGEMENT

performance



Event emails sent to more than **13,000 ALUMNI**



33% engagement rate for WILD photos on LinkedIn



59% OPEN RATE on event emails to alumni



45% of guests opted in for sponsor **COMMUNICATIONS**



Previous corporate sponsors

BHP

coles

Deloitte.

McKinsey
& Company



EgonZehnder

VOLVO CARS BRIGHTON 

MinterEllison



 Microsoft

 **KORN FERRY**

APC AUSTRALIAN PRIVATE CAPITAL

Recent event speakers

Susan Lloyd-Hurwitz

President, Chief Executive Women

Div Pillay

CEO, MindTribes

Julia Banks

Former Federal MP and author

Danielle Wood

CEO, Grattan Institute

Fiona Vines

Global Head of Inclusion & Diversity,
BHP Billiton

Kelly O'Dwyer

Minister for Jobs and Industrial Relations,
Australian Government

Claire Rogers

Former CEO, World Vision

Mayrah Sonter

Co-founder 33Creative and
Indigenous Business Month

Peggy O'Neal

President,
Richmond Football Club

Kathryn Fagg

Former Chair, CEW

Rachel Bondi

Marketing and Operations Director,
Microsoft Australia

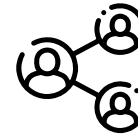
Christine Kilpatrick

CEO, Royal Children's Hospital

Benefits of sponsorship



Align your brand with
**Melbourne
Business School**



Deepen **key relationships**
with corporate
table tickets



Reach **influential
members** of the
business community



Post-event report
on attendees and
engagement data



Engage with more
than **350** guests
on the night



Speak directly to attendees
who opt-in to sponsor
communications



Amplify your message to
an audience of **more than
13,000 MBS alumni**



Join us at the Women in Leadership Dinner in 2024

Below are some of our sponsorship options, however if you have another idea in mind, we would love to work with you to develop a bespoke package.

	Platinum	Gold	Silver	Corporate Table
	\$29,500 + GST 1 available 20 guest tickets	\$18,000 +GST 2 available 10 guest tickets	\$12,000 +GST 3 available 10 guest tickets	\$6,500 5 available 10 guest tickets
Acknowledgement in opening and closing remarks	✓	✓	✓	
Logo shown on screen during open and closing remarks	✓	✓	✓	
Video played on screen during opening remarks (30 seconds)	✓			
Logo and link to website on event webpage	✓	✓	✓	
Video on event webpage	✓			
Feature banner on event webpage	✓			
Sponsors tagged in pre- and post-event social media	✓	✓	✓	
Acknowledgement in post-event articles	✓	✓	✓	
Logo in pre- and post-event digital communications (eg. emails)	✓	✓	✓	✓
Logo in physical assets on the night (eg. menu and fabric banner)	✓	✓	✓	✓
Feature banner in event emails	✓			
Opportunity for opt-in sponsor communication	✓	✓		
Post-event report provided	✓	✓	✓	
Personalised digital invitations with sponsor branding	✓	✓	✓	✓
Support to co-ordinate your guests	✓	✓	✓	✓
Opportunity to provide branded gift	✓	✓	✓	

Should you wish to discuss a bespoke sponsorship package, please contact Event Manager at [E events@mbs.edu](mailto:events@mbs.edu) [P +61 3 9349 8331](tel:+61393498331)



mbs.edu/**WILD**

Event Manager

E events@mbs.edu

P +61 3 9349 8331

CONNECT WITH US



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**Celebrating the successes of
inspirational *Women* leaders**