



'REALITY'

SPONSORSHIP PACK

November 24th - 26th 2023

CongRegation 2023



ABOUT CONGREGATION

Celebrating its 11th year from November 24th – 26th CongRegation www.congregation.ie is a three day 'mind mesh' centred on the Saturday 'unconference' discussing the theme of **Reality** and using a unique entry, location and presentation format.

CongRegation breaks the mould of traditional events in that:

-  Tickets cannot be purchased.
-  Attendees pay with their insight.
-  Attendees blog their way in.
-  Everyone is a speaker.
-  Open sharing of insights.
-  True social setting.
-  Inclusion in post event eBook.
-  All attendees are equal.



Because of this structure all attendees have a stake in the event, develop indepth relationships, challenge themselves and peer debate important issues.



As the blog submissions are posted in advance and as there is a follow on eBook the life cycle of the event carries on beyond the day itself.

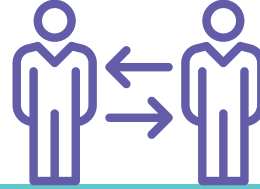


There is no charge to attend CongRegation with lunch and refreshments provided throughout the weekend we are looking for a small number of sponsors to help this day reach its potential.



The Ask

As CongRegation is free for attendees the sponsorship covers all the event logistics and collateral costs.



The final sponsorship slots are now available. Details on request.

Your sponsorship is acknowledged in the following ways:

In Return



Logo/link on the homepage



Logo/link in the sponsor section



Logo on Twitter, Facebook, LinkedIn and Zoom covers



Logo/link and company names in multiple email correspondence to full database and attendees



Logo on specially designed lanyard



Logo on promotional posters and road signs



Call outs on social media



Logos at each huddle and chair virtual backdrops



Press releases and media interviews



Verbal thank you at opening and closing address



Logo and acknowledgement in post event report and eBook



Logo on pre and post promotional video



OVERVIEW

CongRegation was designed to create a forum for peer to peer sharing and socially orientated connecting. It was an 'unconference' in that

- ➔ No tickets are for sale.
- ➔ Attendees have to earn or 'Blog Their Way In'.
- ➔ Every attendee is a speaker.
- ➔ Blog papers are published in advance on www.congregation.ie
- ➔ Presentations are made up of 4 one hour 'Huddles' of less than 10 people.
- ➔ Huddles take place in social venues from coffee shops, bars to exhibitions spaces.



CELEBRATING 10 YEARS

Over the course of 10 years CongRegation has explored evolving topics with 636 submissions, an online audience of over 150,000 views with over 700 people attending in person in Cong Village. From the original one day 'unconference' CongRegation has grown to a three day annual event comprising of 9 different events from workshops, social events to specially designed childrens activities. The changing theme and new perspectives is a self sustaining and self refreshing format.



was social media



evolved to digital media



was how technology impacts on work and personal lives



broadened to 'The Future'



expanded to 'Innovation'



explored 'Ideas'



discussed 'Community'



investigated 'Society 3.0'



scrutinized 'Leadership'



tackled 'Purpose'



is 'Reality'

CongRegation returned as a blended event in 2022 with the majority of attendees traveling to Cong Village while on-line attendees dialled in from the Netherlands, the US and Canada. Over the course of 10 years attendees have traveled from the UK, Spain, Austria, Scotland, Netherlands and all over Ireland.



There are many tangible outputs in the form of published and visible content but also clear indications of connections being formed and plenty of follow on conversations about possible collaborative projects between attendees.



PLANS FOR 2023

About the 'Reality' theme

Building on the previous theme of 'Purpose' CongRegation 2023 will explore the world of 'Reality'. As per other years the three day event will look at the subject from multiple angles from philosophy, business insights and spirituality to the latest technical developments in Augmented and Virtual Reality.

Our sense of reality is based as much on our knowledge, experience, unique perspectives as it is on our own curiosity, inquisitiveness and willingness to explore beyond the ordinary.

For some their sense of reality is based on social norms and rules, for many its religion while others look to the scientific world for answers.

Meanwhile new views emerge on the possible presence of multiple concurrent realities and our current ability to harness the true potential of our brains to fully understand our surroundings.

Each attendee will capture their own unique viewpoint, essentially unpicking this complex topic from multiple angles.

The plans for this year are:

Pre

- ➔ A reality themed book for every attendee and summer book evening
- ➔ Published submissions on www.congregation.ie
- ➔ Ongoing amplification and online submission discussion through social channels

During

- ➔ Friday 24th: Getting Real evening with 5 speakers in Ashford Castle followed by a work shop.
- ➔ Saturday 25th: Full day unconference with over 100 attendees in 10 venues, 3 workshops and evening social activities.
- ➔ Sunday 26th: Guided Geo Park walk

Post

- ➔ Full event report and eBook containing all submissions



What your sponsorship covers



- 🎯 Full event logistics including all staff expenses
- 🎯 Vetting and publishing of all submissions
- 🎯 Event collateral
- 🎯 Event insurance
- 🎯 Lunches, teas/coffee and receptions for attendees
- 🎯 Special guest costs
- 🎯 Workshop costs

DESTINATIONS



CongRegation begins with a curated evening of 'Reality' talks by 5 experts in the private cinema in Ashford Castle. This is followed by 40 huddles spread throughout 10 different locations in Cong Village, which are chaired by moderators. A variety of locations in Cong Village are used including coffee shops, bars, restaurants, book store and creative spaces.

The reason for this choice of location is deliberate – these are social spaces and one of the things CongRegation wanted to achieve was a relaxed environment where conversation, engagement and sharing are as natural as possible.

Tea/coffee and lunches are provided in each location with breaks in built to encourage mingling and networking.

THE AUDIENCE

CongRegation attracts attendees from all over Ireland with some traveling from Europe in addition to virtual participants from the USA and beyond.

The background of the attendees vary widely but all share a curious and insightful nature. From academics, consultants, students, business leaders, politicians, poets to artists the age profile ranges from teenagers to retired voices. While many have doctorate qualifications in addition to published authors the submission process opens up access to all. For attendees this means a peer to peer structure with CEOs sitting comfortably with students.

Aiming for diversity in thinking, the age profile and ethnic background CongRegation attracts a 60/40 male/female with a return ratio of 60% ensuring continuity and 'flock memory' while ensuring enough new blood to keep the event as fresh as possible.



HUDDLES

Each huddle is chaired by an expert who guides the conversation and ensures that self-promotion is kept to a bare minimum. Three attendees volunteer to present at each huddle for 10 minutes, which acts as the catalyst for subsequent conversations, questions and observations.

A special randomised huddle structure ensures that all huddles have a different composition with attendees alternating between venues. Each huddle begins with a 'social hack' ice breaker starting at 10.30 am and continuing until 4.30 pm until all attendees have had an opportunity to present their submission.

The workshops and social events allow attendees to take the conversation late into the night.



To become a partner or to become involved in the **11th CongRegation 2023**,

please contact

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