

PROCESS  
**pd**  
2010 DAYS

leonardo  consulting

ProcessDays 2010

Partner Opportunities

Sydney Masonic Centre

26 - 29 July 2010

*more than  
just a conference*

“The Conference provided inspiration and information that supplements my vision for the creation of BPM as a proactive business tool within my team”



## The ProcessDays Promise

ProcessDays provides each delegate with the best BPM learning and networking experience they have ever had.

- We respect the investment of trust, time and money made by each delegate.
- We treat each delegate as if they were guests in our own home.
- ProcessDays is accessible to anyone with any level of interest and experience in BPM.
- ProcessDays creates opportunities for ongoing collaboration in developing BPM practice.
- We continuously seek to improve the ProcessDays experience.

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For partnership enquiries please  
contact Harriet Hall  
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T: 61 (0)2 9211 1719  
M: 61 (0)405 781 263



## Leonardo ProcessDays 2010

**Leonardo ProcessDays** is the most credible and well established Business Process Management event in Australasia. In its 8th year of outstanding success, it is the key milestone in the BPM calendar.

The diverse and engaging events of the Leonardo ProcessDays week attract some 200 unique visitors who have a committed interest in BPM solutions. Attendees range from BPM analysts and decision makers to company CEOs.

ProcessDays 2010 is being designed to reflect actual requirements from 2009 delegates and sponsors including:

- flexible format for those who can't make whole days
- mix of presentations, case studies and collaboration sessions
- opportunities for sponsors to be introduced in sessions and to present
- opportunities for organisations to actively engage and collaborate as ProcessDays Partners to give maximum exposure not only to ProcessDays but to the broader BPM market place as we promote the event

Leonardo Consulting is pleased to provide this briefing on the partner opportunities for Leonardo ProcessDays 2010.

# Leonardo Consulting and ProcessDays

Process Focussed:  
Leonardo Consulting  
assists organisations  
to understand the  
potential, and realise  
the practical benefits of  
process thinking and  
management.

We uniquely deliver exceptional customer value via three value chains: Deliver BPM Software Services, Deliver BPM Consulting Services, Deliver BPM Education Services.

Our clients use our services to:

- help define, optimise and manage organisations in terms of their processes
- provide a valuable external view of their challenges and options
- be a “thinking partner” creating synergy between external experience and internal knowledge
- assist with the implementation of process change
- build the capability and credibility of their people so they can maintain the process-based management approach with internal resources.

Each year, in association with our partners, we produce Leonardo ProcessDays. More than just a conference, Leonardo ProcessDays is a week of high quality BPM education and networking. The Leonardo ProcessDays events highlight the leading edge and practical application of process analysis, design and management.



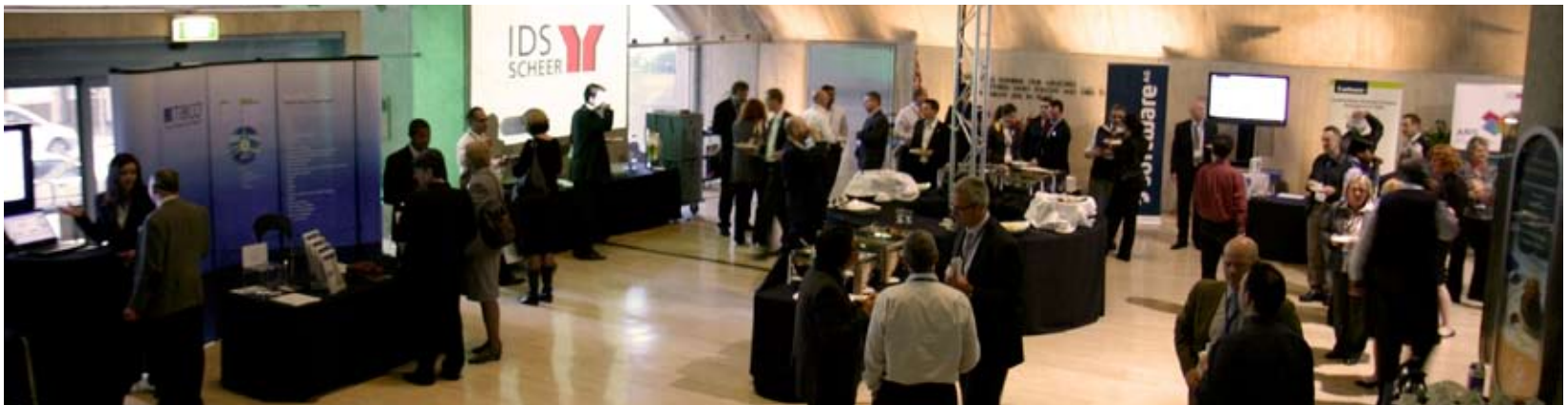
# Conference Design

Created and produced by people whose business is BPM, Leonardo ProcessDays is THE event both for the established practitioner and those just starting their process-based management journey.

Speakers at previous conferences have included global thought leaders such as:

- Prof Wil van der Aalst
- Bassam Al-Kharashi
- Prof Tom Davenport
- Rob Davis
- Dr Rosalynd Dubbs
- Prof Tom Gullede
- Paul Harmon
- Joerg Klueckmann
- Mark McGregor
- Dr Michael zur Muehlen
- Brad Power
- Dr Jan Recker
- Prof Michael Rosemann
- Andrew Spanyi
- Alec Sharp
- Celia Wolf

We know that close attention to detail is one of the secrets of our success and planning for the July 2010 event is well advanced.







## ProcessDays 2010 theme - Working Smarter with Process Based Management

Business processes are the collections of cross-functional activities that deliver value to an organisation's external customers and other stakeholders.

They are the only way that any organisation can deliver such value. Individual organisational functional areas cannot, by themselves, deliver value to external customers. It also follows then that an organisation executes its strategic intent via its business processes as well. Business processes are the conduits through which value is exchanged between customers and the organisation.

Increasingly, those organisations demonstrating performance leadership around the world are adopting a process based management approach. In every industry sector there are examples of organisations who have benefited from the increased understanding and capability that comes from proactively discovering, documenting, analysing, measuring, improving and managing business processes.

True organisational agility comes from deep understanding of the processes that deliver value to customers and other stakeholders. Organisation-wide BPM capability provides a powerful advantage for any organisation.

At ProcessDays 2010 we will be focusing on working smarter with process based management. Many case studies from Australia and overseas will highlight the potential and demonstrate the practical benefits of the process view.

The key issues will be presented, discussed and debated at ProcessDays 2010 including:

- selling the BPM message
- using process standards
- delivering effective BPM governance
- measuring process performance
- achieving sustained process change
- modelling business processes
- optimising outcomes for people in process
- predicting the future of BPM
- developing a process architecture
- creating and managing a Process Office
- assessing the implications of enterprise architecture
- improving the environmental performance of processes
- reconciling business rules and business processes

# Leonardo ProcessDays 2010 program overview

**26/7** Process  
Master Classes

**27/7** Process  
Master Classes

**28/7** Conference  
Day 1

**29/7** Conference  
Day 2

Run by experienced practitioners from the leading edge of BPM theory and practice. In 2010 we are pleased to announce there will be two full days of Master Classes.

*“Interesting, factual, consolidated and rounded my thoughts and strategic approach on where and how to move forward.”*

*“This master class opened my 'thinking' to a new area of BPM that I was not familiar with.”*

*“The topics have been great and the overall structure of the conference and delivery was outstanding.”*

With contributions from leading practitioners, consultants and academics from Australian and overseas organisations, the 2010 event promises to be the most exciting conference program yet.

*“This conference always inspires many thoughts, and my challenge each year is to deliver these inspirations into tangible outcomes before the next conference.”*

*“Another first class event: Some prescription, lots of engagement, interaction of all levels of experience, knowledge and cultures of BPM. Great networking opportunities.”*

*“I thought it was great. You just can't get the helicopter view of all things BPM in one place at one time and become familiar with it so quickly. Two days well spent.”*

# Delegate Demographics

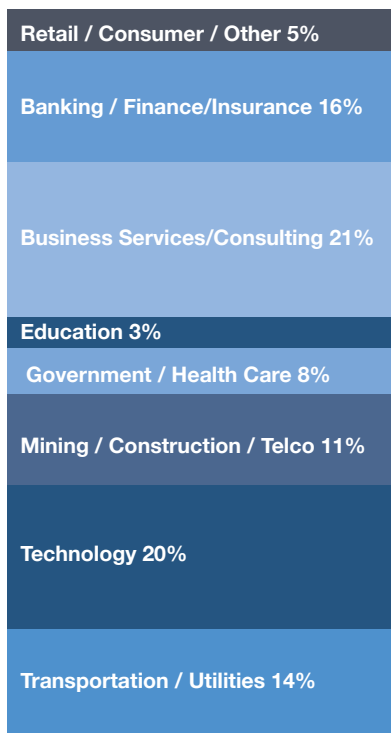
The delegates to Leonardo ProcessDays represent a discerning community of interest in process analysis, design and management tools and services.

Our delegates are the people who influence and make BPM product and service purchase decisions.

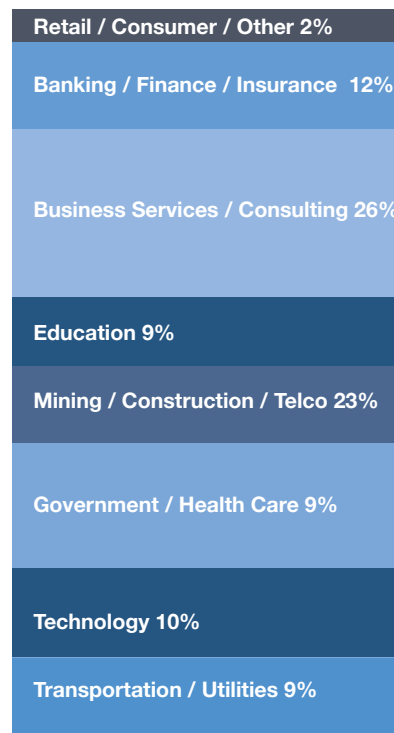
*“Fantastic! Very unique gathering of BPM-customised minds.”*

## Delegate by Industry Sector

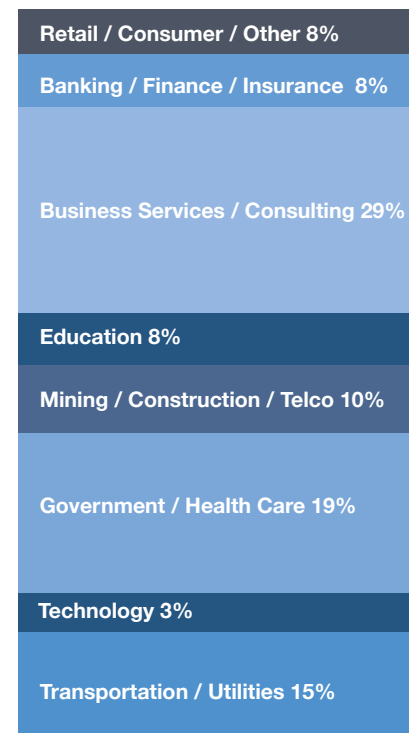
### ProcessDays 2007



### ProcessDays 2008



### ProcessDays 2009





# Who are the Leonardo ProcessDays delegates?

- Alliance Manager
- Assistant Secretary
- Assistant Professor of IS
- BPM Administrator
- BPM Architect
- Business Analyst
- Business Architect
- Business Development Mgr
- Business Excellence Manager
- Business Manager
- Business Process & Soln Mgr
- Business Process Analyst
- Business Process Architect
- CEO
- Channel Director
- Chief Information Officer
- Chief Operations Officer
- Chief Technical Officer
- Coach
- Consulting Principal
- Director
- Enterprise Architect
- Executive Manager
- Exec Mgr, Bus Improvement
- Financial Controller
- General Manager
- GM-Customer Operations
- Global Business Process Mgr
- GM Business Efficiency
- Head of Process Ownership
- Information Architect
- IS Business Applications Mgr
- IT Applications Specialist
- IT Director
- IT Manager
- Manager - Technical Expert
- Manager Corporate Devt
- Manager IT
- Mgr Shared Financial Services
- Mgr System Strat/Architecture
- Managing Director
- Operations Manager
- Partner
- PhD Candidate
- Practice Manager
- Principal
- Principal Architect
- Principal Consultant
- Principal Finance Officer
- Principal Process Architect
- Process Analyst
- Process Engineer
- Process Owner
- Program Manager
- Project Manager
- Quality/Process Improvement Mgr
- Quality Auditor
- Quality Manager
- Research Student
- Researcher
- S/W & Systems Engineering Mgr
- Sales Program Manager
- Section Manager
- Senior Advisor (Business & Tech)
- Senior Consultant
- Senior Information Architect
- Senior Lecturer
- Snr Mgr, Knowledge & Data Mgt
- Senior Project Manager
- Service Coordinator
- Services Manager
- Senior Business Analyst
- Software Development Manager
- Software IT Specialist
- Systems Accountant
- Systems Engineer
- Systems Engineering Group Mgr
- Team Leader
- Technical Consultant
- Tech Expert / Business Analyst





*more than  
just a conference*

# Why align your business with Leonardo ProcessDays?

**Exposure** to new and significant audiences of qualified prospects

**Platform** to leverage unique customer relationship opportunities

- raise your profile by showcasing your unique solutions and services
- meet new prospects who have proven their interest in process management. ProcessDays sponsors get extensive and repeated exposure to new and significant audiences of qualified prospects.
- meet BPM experts, developers and partners
- reinforce relationships with your current customers This will be an invaluable opportunity to spend hours or days talking about their process management problems and your solutions during the conference or pre/post conference events including; networking drinks, dinner and lunches.
- increase your own understanding of business process theory and practice
- research the requirements of the process analysis and management marketplace
- ProcessDays creates an ideal platform for sponsors to build better relationships with both customers and prospects via complementary events and discussions

In 2010 Leonardo Consulting is offering organisations the opportunity to actively engage and collaborate as ProcessDays Partners and Associate Partners. In addition one organisation has the opportunity of ProcessDays Premium Partner. We work closely with exclusive partners to give maximum exposure, not only during Leonardo ProcessDays, but also the broader marketplace as we promote the event.

# Sponsor Feedback

What do Sponsors like MOST about sponsoring Leonardo ProcessDays?

“Good contacts particularly business level as opposed to IT ones”

“Great exposure”

“Cost effective”

“Great idea having a speaking opportunity to drive delegates to our booth”

“The delegates are the right mix of people from the right mix of organizations. The new format of a single stream with decent length breaks made it easier to engage with clients/prospects.”

“The feedback from our sales and consulting people was very positive. They are keen to come back next year.”

## PAST SPONSORS



## Leonardo ProcessDays PREMIUM PARTNER A\$30,000 (+ GST)

**An exclusive opportunity for maximum and sustained exposure as the senior sponsor across all events at Leonardo ProcessDays.**

### KEY INCLUSIONS:

**Exhibition Booth:** Reserved exhibition space with the option to erect a custom stand in networking area for BOTH Master Classes and BOTH Conference days.

### Complimentary Registrations:

Three free delegate registrations to the ProcessDays events.

### Social Option (Additional Cost):

Breakfast and evening session options for the Master Classes and Conference days.

### ADDITIONAL EXPOSURE:

In addition to the package outlined, the PREMIUM PARTNER may choose THREE of the following complimentary additional options to add to their package. Additional exposure options available on a first in first served basis

- **VIP Hospitality Suite:** Opportunity to facilitate delegate and VIP meetings with an onsite Hospitality suite.
- **Exclusive Sponsorship of the social events:** Organisational signage displayed at events. Logos on invitations and menus. Opportunity to provide merchandise for tables.
- **Name Tag:** Organisational logo printed on all name badges.
- **Conference Lunch Sponsor:** Organisational signage or literature may be displayed on the lunch stations in the exhibition area.
- **Conference Break Sponsor:** Organisational signage or literature may be displayed on the afternoon or morning tea stations in the exhibition area.

### PRE-EVENT MARKETING EXPOSURE:

Logo and link on Leonardo ProcessDays conference web site.

Recognised as Leonardo ProcessDays Partner in Leonardo ProcessDays advertising material.

### ONSITE EXPOSURE:

- Plenary session introduction opportunities in the main conference room to draw delegate attention towards your booth.
- Acknowledgment from session Chair in opening and closing sessions.
- Recognised as Leonardo ProcessDays Partner in main conference room during the Master Classes, and Conference days.
- Brochure and/or CD placed in Leonardo ProcessDays folder.
- Inclusion of A5 page in Leonardo's post conference mailout.

## Leonardo ProcessDays PARTNER A\$20,000 (+GST)

An opportunity for maximum exposure during BOTH Master Class day and BOTH Conference Days.

### KEY INCLUSIONS

- **Reserved exhibition space** with the option to erect a custom stand in networking area for BOTH Master Classes and BOTH Conference days
- **Complimentary Registrations:** Two free delegate registrations to the ProcessDays events.
- **Social Option (Additional Cost):** Breakfast or evening session options for the Conference days.

### ADDITIONAL EXPOSURE:

In addition to the package outlined, the PARTNER may choose ONE of the following complimentary additional options to add to their package. Additional exposure options available on a first in first served basis.

- **VIP Hospitality Suite:** Opportunity to facilitate delegate and VIP meetings with an onsite Hospitality suite.
- **Exclusive Sponsorship of the social events:** Organisational signage displayed at events. Logos on invitations and menus. Opportunity to provide merchandise for tables.
- **Name Tag:** Organisational logo printed on all name badges.
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- Recognised as Leonardo ProcessDays Partner in main conference room during the Master Classes, and Conference days.
- Brochure and/or CD placed in Leonardo ProcessDays folder.
- Inclusion of A5 page in Leonardo's post conference mailout.

“A professional, high-quality production. Excellent tutors in the Master classes and an interesting, very relevant set of presentations in the conference. Thanks to all concerned.”



## Leonardo ProcessDays ASSOCIATE PARTNER

A\$10,000 (+ GST)

**An exclusive opportunity for vendors with process related products and services to gain exposure to Master Class and Conference delegates.**

### KEY INCLUSIONS

- **Exhibition Booth:** Reserved exhibition space for ONE Master Class and BOTH Conference days.
- **Complimentary Registrations:** One free delegate registration to the Conference.

### PRE-EVENT MARKETING EXPOSURE:

- Logo and link on Leonardo ProcessDays conference web site.

### ONSITE EXPOSURE:

Plenary session introduction opportunities in the main conference room to draw delegate attention towards your booth.

Acknowledgment from session Chair in opening and closing sessions.

Recognised as Leonardo ProcessDays Partner in main conference room during the Master Classes, and Conference days.

Brochure and/or CD placed in Leonardo ProcessDays folder.



## SPONSORSHIP TERMS AND CONDITIONS

**1. Leonardo ProcessDays Producer** The Leonardo ProcessDays events referred to in this agreement are produced by Incotrade Australia Pty Limited trading as Leonardo Consulting. ABN 20 066 273 256 ACN 066 273 256.

**2. Application for Sponsorship** Any organisation may apply to be a Leonardo ProcessDays sponsor. Acceptance of such application by Leonardo Consulting will constitute a binding agreement. Leonardo Consulting reserves the right to accept or decline to enter into a sponsorship agreement with any organisation at its sole discretion.

**3. Exhibitor Entitlements** In consideration of payment of the sponsorship fee, Leonardo Consulting agrees to provide to the Sponsor the entitlements listed in this sponsorship briefing document.

**4. Use of Space** Any exhibition space provided as a part of the agreement is to be used solely for the Sponsor. The Sponsor will not sublet or assign any portion of same without the written consent of Leonardo Consulting. Sponsor staff, other personnel and any hired help are not permitted to distribute any literature or promotional items of any kind outside the confines of the contracted exhibit space. Activities that interfere with, or obstruct access to, neighboring exhibitions or otherwise impedes aisles are prohibited. Any Sponsor handing out literature or promotional items outside of their contract space without the prior consent of Leonardo Consulting may have their exhibition shut down immediately. This includes all areas of the venue. Leonardo Consulting will remove any exhibit which, in its opinion, may detract from the general character of Leonardo ProcessDays as a whole, or could be considered offensive to any of its participants.

**5. Use of Aisles and Common Areas** The aisles, passageways, wall and overhead spaces and common areas of the Leonardo ProcessDays at the venue remain strictly under control of Leonardo Consulting. No signs, decorations, banners or other advertising matter will be permitted in these areas except by specific agreement with Leonardo Consulting.

**6. Trademarks** The venue and Leonardo Consulting attach significant value to their names and reputations. Any use of their names or trademarks or any reference to them in any marketing, advertising or promotional materials must be approved in writing by them (and such approval can be given or withheld in their absolute discretion) prior to its use. You are permitted to use the names and addresses for identification purposes in any promotional materials. Any other use requires prior written approval.

**7. Changes Regarding the Event** Leonardo Consulting reserves the right to make such changes to the time schedule, content or the general plan of Leonardo ProcessDays as may be deemed necessary by Leonardo Consulting. Leonardo Consulting also retains the exclusive right to revise the exhibition floor plan and/or move assigned Sponsor exhibition areas as necessary.

**8. Leonardo ProcessDays Agenda** The Sponsor shall not plan or conduct any activities that would conflict with the Leonardo ProcessDays programs.

**9. Alcohol** The Sponsor agrees to ensure that its personnel do not consume nor serve, or arrange for any third party to serve, any alcohol at the event venues without the agreement of Leonardo Consulting.

**10. Installation and Dismantling** Hours and dates for installing, exhibiting and dismantling shall be those specified by Leonardo Consulting. Sponsors are liable for all storage and handling charges resulting from failure to remove exhibition material from the exhibition areas before the specified conclusion of the dismantling period. Exhibits must remain open and intact until the official closing of each show day. Early pack up is not permitted. All equipment brought into the venue for the purpose of the event must be removed promptly at the end of the event. The cost and risk of conveying goods to and from the event must be borne by the Sponsor.

Sponsors must comply with all reasonable directions of the venue in setting up any facilities and otherwise accessing the venue. Sponsors must (and must ensure that their employees, agents and contractors) comply with all occupational, health and safety laws, rules and requirements and the reasonable requirements of the venue.

**11. Damage to Property** The Sponsor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. The Sponsor may not apply paint, lacquer, adhesive, or any other coating or material to building columns, floors or walls, or to standard booth equipment. Under no circumstances are you or your employees, agents, contractors or guests allowed to nail, screw or staple anything to any wall, door, ceiling or other surface or part of the building. You must remove all signage erected by you following the conclusion of the event and make good any damage caused in carrying out such removal.

**12. Cleaning Sponsors** are responsible for any additional cleaning charges, where their activities have created extra cleaning requirements, which are considered by Leonardo Consulting to be over and above normal general cleaning.

**13. Flammable Materials** No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by applicable national, state, or city fire regulations, may be used in any booth.

**14. Website Link** Leonardo Consulting will organise the website link as soon as the event is posted on the Leonardo Consulting web page and we have received 50% of your sponsorship payment. Please supply your logo in an appropriate web quality format.

**15. Conference Passes** Entrance to the Leonardo ProcessDays events and areas is only permitted to registered Sponsor personnel. The names of the participants using the complimentary passes must be confirmed not later than two weeks prior to the conference.

## SPONSORSHIP TERMS AND CONDITIONS

**16. Inserts** Material for Inserts must be delivered to Leonardo Consulting not later than four weeks prior to the event. Material received later than that date may not be included in the conference folders.

**17. Security Precautions** Sponsors requiring special security precautions should make their own arrangements accordingly and bear the full costs. Leonardo Consulting accepts no responsibility for any loss or damage to property or personal injury that occurs during, or in preparation for, the event.

**18. Number of Delegates** Leonardo Consulting undertakes to extensively market this event but is unable to guarantee the number of delegates that will attend.

**19. Recording and Broadcasting** If you wish to make any recording (audio and/or image including all forms of photography) and/or broadcast of any part of the event you must obtain the prior written consent of Leonardo Consulting (which may be granted or withheld at Leonardo Consulting's absolute discretion) and all necessary consents or licenses from any third parties who have an interest in the event recording or broadcasting.

**20. Payment Terms** An initial deposit of 50% of the total amount of the sponsorship package is required within 14 days of signing of an agreement. The remaining 50% will be due ten weeks prior to the event, i.e. on or before 17 May 2010. Leonardo Consulting reserves the right to cancel any sponsorship if full payment has not been received within the specified time period. No refund of any monies already paid will be made. The Sponsor agrees to pay GST and other applicable taxes in relation to the sponsorship.

**21. Cancellation Conditions** Sponsorship cancellations must be in writing to Leonardo Consulting.

A refund of 50% of the initial deposit will be issued to the Sponsor if cancellation is received in writing more than 120 days prior to the start of the event, i.e. before 26 March 2010. No refund will be issued in respect of any notice of cancellation received within 120 days of the event date.

If Leonardo Consulting cancels the conference, the Sponsor's payments at the date of cancellation will be credited to a future Leonardo Consulting event and will be valid for up to one year from the planned date of the conference or a full refund will be issued.

Where Leonardo Consulting postpones the conference, payments made by the Sponsor before the postponement date will be credited towards the rescheduled date. If the Sponsor is unable to attend the rescheduled event, the Sponsor will receive a 100% credit representing payments made towards a future Leonardo Consulting event and will be valid for up to one year from the planned date of the conference.

**22. Limitation Of Liability** Leonardo Consulting is not responsible for any loss or damage as a result of a substitution, alteration, cancellation or postponement of an event. Nor will any liability attach to Leonardo Consulting if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For the purposes of this clause, a fortuitous event shall include but shall not be limited to: an Act of God, governmental restrictions and/or regulations, war or apparent act of war, terrorism or apparent act of terrorism, disaster, civil disorder, disturbance, and/or riots, curtailment, suspension and/or restriction on transportation facilities/ means of transportation or any other emergency.

The Sponsor releases and indemnifies Leonardo Consulting and its related companies from and against all claims, losses or damages of any kind against Leonardo Consulting and its related companies, arising out of or attributable to: any loss, theft or destruction of hardware and other tangible goods, or for any injury, including death, to employees, agents, or representatives; or for any damage of any nature, including damage to its business for failure to provide exhibition space; or for failure to hold the exposition as scheduled. The Sponsor is solely responsible for its own exhibition material and products, and should insure exhibits and products from loss or damage from any cause whatsoever. It is understood that all property of a Sponsor is in its own care, custody, and control in transit to, or from, or within the confines of the exhibition areas. Leonardo Consulting shall bear no responsibility for the safety of the Sponsor, its personnel, employees, agents or representatives or personal property.

**23. General** All matters and questions not covered by this agreement or disputes concerning this agreement, will be determined by Leonardo Consulting at its sole discretion. Sponsors must comply with all laws, ordinances, rules and regulations of state and local agencies through the duration of the Leonardo ProcessDays events. By signing this agreement, the Sponsor authorises Leonardo Consulting to provide contact information including the Sponsor's address, phone number, fax number, email address and contact name to any service vendor contracted to conduct work at Leonardo ProcessDays.

This agreement constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations concerning the subject matter hereof. This agreement may not be modified or amended except in writing signed by a duly authorised representative of each party.

This agreement is governed by the laws of the State of Queensland.

Sponsors may not assign or transfer this agreement. If any provision of this agreement is ruled invalid, such invalidity shall not affect the validity of the remaining portions of this agreement.

**Please indicate your sponsorship choices**

<b>Sponsorship</b>	<b>Total Cost</b>
Leonardo ProcessDays Premium Partner	A\$
Leonardo ProcessDays Partner	A\$
Leonardo ProcessDays Associate Partner	A\$
<b>TOTAL</b>	<b>A\$</b>

In addition to the main Premium Partner, Partner and Associate Partner packages if you would like to suggest other ways in which your organisation would like to be involved with Leonardo ProcessDays 2010, please do not hesitate to contact Harriet Hall  
 h.hall@leonardo.com.au  
 T: 61 (0)2 9211 1719  
 M: 61 (0)405 781 263

Company Name ("The Sponsor"): .....

Company ABN and ACN: .....

Name of Authorised Signatory: .....

Position of Authorised Signatory: .....

Address: .....

State: ..... Post Code: .....

Phone: .....

Email: .....

I have read the terms of the Sponsorship Conditions in this document and accept all of the conditions outlined. I confirm that I am authorised to make these commitments on behalf of the Sponsor.

Signed:.....

Date: .....

# PROCESS pd 2010 DAYS

*more than  
just a conference*

Leonardo ProcessDays 2010  
Partner Opportunities  
26 - 29 July 2010  
[www.leonardo.com.au/EDU-ProcessDays.html](http://www.leonardo.com.au/EDU-ProcessDays.html)

For partnership enquiries please contact  
Harriet Hall  
[h.hall@leonardo.com.au](mailto:h.hall@leonardo.com.au)  
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**leonardo** consulting

