



# TENTH ANNUAL KEY EXECUTIVE LEADERSHIP CONFERENCE

*LEADERSHIP AND CULTURE*

## Sponsorship & Advertising

American University • Washington, DC • June 12, 2019



SCHOOL of PUBLIC AFFAIRS  
KEY EXECUTIVE LEADERSHIP  
PROGRAMS

# ABOUT KEY

## Vision

Key is the global public sector leadership program of choice because it challenges good managers to become extraordinary leaders who build an environment for organizational success.

## Mission

Faculty, staff, and students create a participative and rigorous learning environment where Key students choose to:

- 🔑 Acquire contemporary public management knowledge, values and skills;
- 🔑 Develop the personal leadership capacity needed to implement what they learn;
- 🔑 Transform themselves from good managers to extraordinary leaders;
- 🔑 Become lifelong learners

## Extraordinary Leader Values

The following are the extraordinary leader core values associated with leading change, leading people, achieving results, developing business acumen, and building coalitions:

- 🔑 Exhibit a passion for improving public service;
- 🔑 Lead authentically;
- 🔑 Learn and work collaboratively;
- 🔑 Become a force for personal and organizational change;
- 🔑 Act with integrity;
- 🔑 Model the behavior sought; and
- 🔑 Empower others to action.

## Programs & Services

- 🔑 Key Executive Leadership MPA
- 🔑 Executive Certificates
- 🔑 Key OIG/Leadership Development Certificate
- 🔑 Fulfill OPM ECQs
- 🔑 Customized Programs for Agency Sponsored Training

## Key Quick Facts

The Key Executive Leadership MPA is an accredited full-time graduate degree program designed for busy professionals at or above the GS-13 level or equivalent non-government position.

U.S. News & World Report ranks the School of Public Affairs Master of Public Administration program **6th** in the country.

**94%**

of graduates said the Key program increased their ability to lead people toward meeting their organization's vision, mission, and goals



For questions please contact [jtether@american.edu](mailto:jtether@american.edu)

[key.american.edu](http://key.american.edu)

# ABOUT KEY'S ANNUAL CONFERENCE

The Annual Key Executive Leadership Conference is a 200-person conference provided by the School of Public Affairs Key Executive Leadership Programs at American University. This event provides participants with the opportunity to explore principles, industry trends, and best leadership practices through key plenary and concurrent session presentations given by exceptional leaders in the field. Set in the heart of Washington, D.C., Key conference participants are from the federal government and public sector as well as non-governmental and non-profit organizations.

The 2019 conference theme focuses on  
**Leadership and Culture.**



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# WHY SPONSOR THE KEY CONFERENCE?

Key's goal is to challenge great managers to become extraordinary leaders. Our participants love this conference because it brings out their best leadership self. 100% of Key alumni said that the program increased their ability to bring people together to get the job done and bring out the best in people.

Becoming a sponsor of the Key Annual Conference is about creating a lasting and meaningful impression with those dedicated to public service.



*Image Above: Key Director, Patrick Malone & 2016 Keynote Speaker, Congressman Tim Ryan*



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# ATTENDING ORGANIZATIONS

- Architect of the Capitol (OIG)
- Addx Corporation
- American Action Network and the Congressional Leadership Fund
- Amtrak Office of Inspector General
- ASA ALT
- Aspire@Work
- Aware Recovery Care
- Because Media
- Bennett Performance Group
- Burnett Leadership Coaching and Development, LLC
- Capitol Power Plant
- City of Rotterdam
- CKNC Enterprises LLC
- Coras
- CIGIE, Training Institute
- Consumer Financial Protection Bureau
- Dataminr
- Defense Manpower Data Center
- Deloitte Consulting
- Equal Opportunity Employment Commission
- Federal Aviation Administration
- Federal Communications Commission
- Federal Maritime Commission
- Federal Mediation and Conciliation Service
- Federal Occupational Health
- Federal Reserve Board of Governors (CFPB OIG)
- FederalNewsRadio.com
- General Services Administration (OIG)
- Georgia Tech School of Public Policy
- GetControl.net
- Graduate School USA
- Heralds of Hope Theater Company
- LRP Publications
- Hill Associates, Corp
- Hope Channel
- HR Magazine
- ICF
- Innovation Advisors
- Inquiry Institute
- Integral Focus
- Internal Revenue Service
- IO Spark Communications
- Kindall Evolve
- Leading for Breakthroughs
- Legal Services Corporation - OIG
- LinkVisum Consulting Group, Inc.
- Management Concepts
- Marine Corps
- Merit Systems Protection Board
- MITRE Corporation
- Muse Technologies, Inc.
- National Aeronautics and Space Administration
- National Archives and Records Administration (OIG)
- National Endowment for the Arts
- National Institutes of Health (NEI, NIAID, NIBIB, DEA)
- National Mediation Board
- National Science Foundation (OIG)
- OLA Consulting
- Passman & Kaplan, P.C.
- Pension Benefit Guaranty Corporation
- Project 986 Consulting, LLC
- Rising Tide Rentals
- RTI Innovation Advisors
- Senior Executives Association
- Small Business Administration (OIG)
- Social Security Administration (OAG, OIG)
- Society of American Indian Government Employees
- Tennessee Valley Authority (OIG)
- Teracore, Inc.
- The Cardell Group
- The Wynhurst Group, LLC
- U.S. Department of Agriculture (AMS, ARS, FDA, FSA, FNS, FSIS, FS Washington HQ, Marketing, Services, NASS, NIFA, NRCS)
- U.S. Department of the Army (Cyber Command, HQ)
- U.S. Department of Commerce (es, NOAA, NOAA Fisheries)
- U.S. Department of Defense (DMDC, Washington Services Headquarters)
- U.S. Department of Energy (EE-63B)
- U.S. Department of Health and Human Services (AHRQ, CCSQ, FDA, FOH, OIG, OTECH, Program Support Center)
- U.S. Department of Homeland Security (CBP, FEMA, ICE, TSA, USCIS, USSS, OCSO, OIG, Office of Infrastructure Protection)
- U.S. Department of Housing and Urban Development (OIG)
- U.S. Department of the Interior (OIG, Information Assurance Division)
- U.S. Department of Justice (Bureau of Justice Assistance, FBI, National Security Division, OIG)
- U.S. Department of State
- U.S. Department of Transportation (FAA, FMCSA, FRA, FTA, NHTSA)
- U.S. Department of the Treasury (U.S. Mint, OIG for Tax Administration)
- U.S. Department of Veterans Affairs (NWQ)
- U.S. Government Accountability Office
- U.S. Office of Special Counsel
- U.S. Office of Personnel Management
- U.S. Patent and Trademark Office
- U.S. Postal Service
- Washington Institute for Public Affairs Research
- Zeiders Enterprises, Inc.

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# SPONSORSHIP LEVELS

## PLATINUM - \$5,000

- 4 complimentary registrations to the 10th Annual Key Conference
- Brief promotional speaking opportunity
- Full page color ad in conference program
- Premier table placement at 10th Annual Key Conference
- Direct link to website in conference marketing emails (A Minimum of 4,000 emails per round)
- Prominent logo exposure as Platinum Sponsor
- Thank you in Key Newsletter
- Conference bag insert

## GOLD - \$3,000

- 3 complimentary registrations to the 10th Annual Key Conference
- Brief promotional speaking opportunity
- Half-page color ad in conference program
- Premier table placement at 10th Annual Key Conference
- Direct link to website in conference marketing emails (A Minimum of 4,000 emails per round)
- Prominent logo exposure as Gold Sponsor
- Thank you in Key Newsletter
- Conference bag insert

## SILVER - \$2,000

- 2 complimentary registrations to the 10th Annual Key Conference
- Half-page color ad in conference program
- Exhibitor table at 10th Annual Key Conference
- Direct link to website in conference marketing emails (A Minimum of 4,000 emails per round)
- Prominent logo exposure as Silver Sponsor
- Thank you in Key Newsletter
- Conference bag insert

## BRONZE - \$1,000

- 1 complimentary registration to the 10th Annual Key Conference
- Half-page color ad in conference program
- Exhibitor table at 10th Annual Key Conference
- Direct link to website in conference marketing emails (A Minimum of 4,000 emails per round)
- Prominent logo exposure as Silver Sponsor
- Thank you in Key Newsletter
- Conference bag insert



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# CONTACT US



**Become a Key Conference Sponsor today!**

**Key Conference Sponsorship Application:**

**<https://american.swoogo.com/KeyConferenceSponsorships2019>**

**Contact the Key Sponsorship Team for more information on developing a custom program that fits your needs and marketing goals.**

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