

2023 Employee Assistance Programme (EAP) Summit

Sponsorship Proposal

FACTS ABOUT EAP

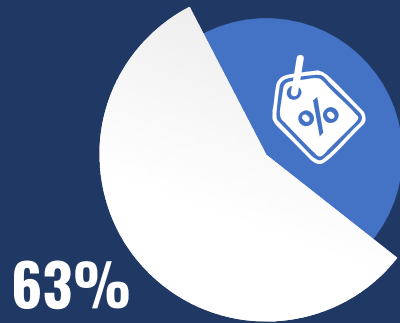


- According to the 2018 Global Human Capital Trends survey;
 - Major organizations are rethinking their reward and development Programmes to include some versions of holistic, end-to-end well-being Programmes.
- Workplace wellness (employee wellbeing) is becoming a core responsibility of **good corporates** and it is now an acknowledged critical performance strategy to drive employee engagement, organizations energy, productivity and profit.
- The global Employee Assistance Programme Services market size was valued at USD 6834.2 million in 2021 and is expected to expand at a CAGR of 5.53% during the forecast period, reaching USD 9436.76 million by 2027.

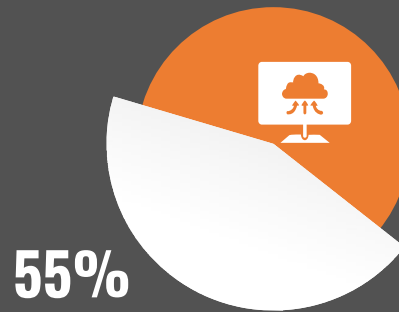
<https://www.digitaljournal.com/pr/news/theexpresswire/employee-assistance-Programme-services-market-by-2031#ixzz80fHmVnqt>

<https://www.compsych.com/#:~:text=ComPsych%20is%20the%20pioneer%20and,wellness%20and%20absence%20management%20services.>

SITUATION ANALYSIS



LOWER ATTRITION



HIGHER SHARE OF
WALLET



HIGHER PRODUCTIVITY

- Companies that successfully engage their customers realize **63% lower attrition**, **55% higher share of wallet**, and **50% higher productivity**.

(Gallup Research: <https://www.gallup.com/services/169331/customer-engagement.aspx>)

OUR PHILOSOPHY

WE WANT TO LEAD THE CHARGE FOR IMPROVING
OVERALL EMPLOYEE WELLBEING

...rethinking
employee
reward and
development
systems

HOLISTIC PSYCHOSOCIAL WELLBEING & WELLNESS not compensation

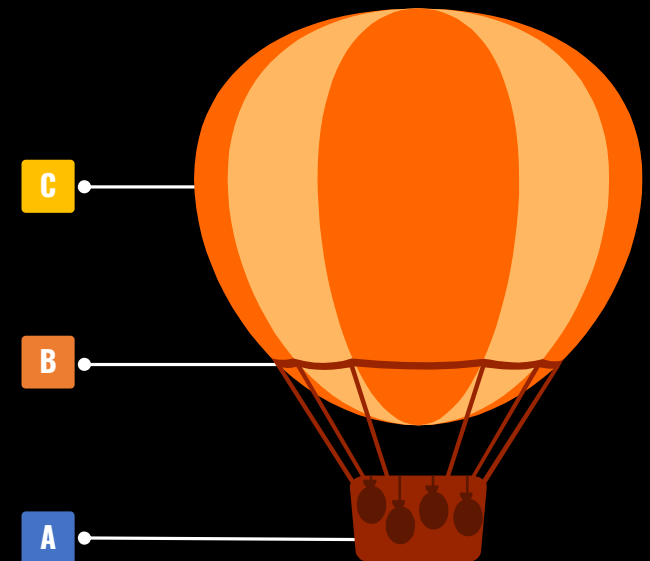
Holistic Psychosocial wellbeing driven by the 8 pillars of wellness over financial compensation has proven to be more essential to employee growth, development, productivity & performance.

COUNSELLING not sanctions

Experienced team of counsellors & coaches who know where the 'shoe hurts', and are open, ready and available to assist employees

INTERVENTIONS for solutions

Initiate tested intervention process with guaranteed workplace wellness, work-life alignment & holistic employee wellbeing.



INTRODUCING:



THE SUMMIT:

Employee Assistance Programme (EAP) 2023

Theme: Workplace Wellness for Productivity and Performance

THE SUMMIT: EMPLOYEE ASSISTANCE PROGRAMME (EAP) 2023



- Sages & Scribes will bring together key stakeholders across sectors/ industries of interest, to discuss, learn, exchange ideas, and agree on the benefits and needs for EAP intervention in Nigeria
- A Hybrid event with at least 250 guests (physical) and 150 guests (online)
- A 2 Day event scheduled to hold on 2nd and 3rd of August 2023

OBJECTIVES OF THE SUMMIT



- Advocate for workplace wellness and employee well-being.
- Highlight the relationship between employee health, wellness and productivity and performance.
- Outline the correlation between employees' health and wellness and organizational performance, profits and long-term sustainability.
- Promote employee wellness as a workplace benefit.
- Encourage corporate Nigeria to adopt and promote Employee Assistance Programme (EAP) as a viable resource and workers' welfare benefit.
- Promote Psychosocial Risk Assessment and Management in the workplace.
- Encourage corporate Nigeria to adopt and run with the concept of "Great Place to Work."
- Use EAP, P & R, and workplace wellness to further promote Corporate Social Responsibility in Nigeria.

ENDORSEMENT



**What impression do we want
our sponsors to have?**



**We want
our
sponsors
to -**

→ ...know that the S&SC EAP Summit will provide their brands with the best opportunity for exposure.

→ ...be presented as responsible, corporate citizens

→ ...be presented as socially responsive employee-centric organization (our employees are our greatest asset)

→ ...feel excited that their organization(s) are amongst the 'intentional' brands to support the development of EAP in Nigeria

→ ...connect with existing and potential target audience

What we want to achieve, and How



A pragmatic publicity campaign across online and offline channels to achieve the following:

Generate awareness for the EAP Summit, as well as the sponsoring Corporate brands



Generate interest and arouse the attention of stakeholders towards the cause



Drive positive engagements with stakeholders, for the development of EAP in Nigeria



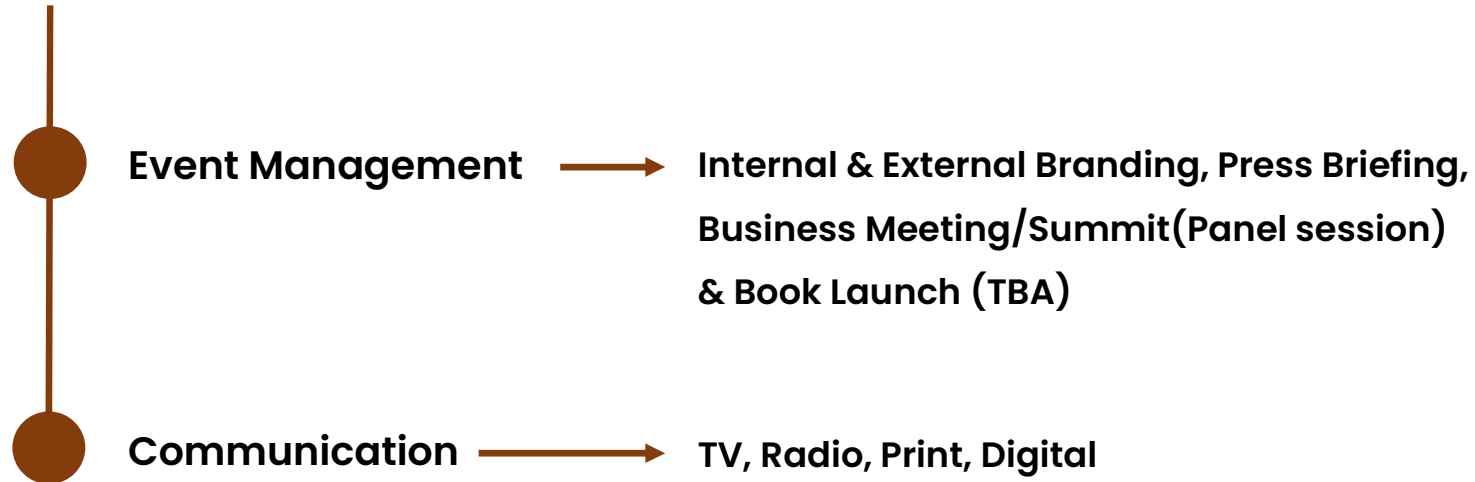
Saliently communicate and promote sponsors brand proposition



ENGAGEMENT LEGS



Engagement Legs



A background image showing two Black women with curly hair smiling and shaking hands with a man in a suit. The scene is dimly lit, suggesting an indoor office or meeting environment. The text is overlaid on the center of the image.

Sponsorship Offering:

Excellent Opportunity for Sponsors!

REASON TO BELIEVE



The summit will be broadcasted (TV, Radio, Print & Digital) to ***reach a potential audience of 1 million people*** across the African Continent.

PRE EVENT (Press Briefing)

Over 2,000

Corporate Professionals

Pre-event Publicity

- Digital – Mass Blogging to reach a sizeable target
- Print Media – Reportorial in Tier 1 & 2 dailies
- Electronic – Prime time Radio Hypes/ Reporting

EVENT (EAP Summit)

400

Targeted Audience

**CEOs/ MDs, Human Resource
Directors, Senior Managers,
Wellness Experts & Enthusiasts**

POST EVENT (Event Reporting)

Over 10,000

Post-event Publicity

- Digital – Mass Blogging to reach a sizeable target
- Print Media – Reportorial in Tier 1 & 2 dailies
- Electronic – Prime time Radio Hypes/ Reporting

INTERNATIONAL REACH

3

Continents

6

African Countries

Over 1,000

Reach

TARGET SEGMENTS

6

Key Sectors of
the Economy

FMCG

PUBLIC SECTOR

OIL & GAS

EDUCATION

FINANCE

TELECOMMS

OPPORTUNITIES



STRENGTHENING SPONSORS' CORPORATE IDENTITIES



Sponsoring any segment of the Summit (**Press Briefing, Summit – Conference and Panel Session**) will provide sponsors with an opportunity to portray their organisations as a great place to work – A haven for employees; and a voice advocating for employee wellness/ wellbeing

SPONSORSHIP CATEGORIES



Press Briefing



Summit

- Conference
- Panel Session

COST ELEMENTS



S/N	Key Cost Centres	Cost (N)
1	Event Management/ Consulting	2.1m
2	Publicity(Pre to Post): Press Briefing & Post Event	4.7m
3	Summit: Venue, Entertainment &Technical	4.2m
4	Summit: Honorarium	1m
5	Summit: Branding, Give Aways etc	3m
	TOTAL	15m

SUMMIT SPONSORSHIP PACKAGE



Platinum Package

- Take up all 5 Cost Elements

Platinum Package Benefits

- Logo Placement on collaterals
- Branding (Owned Rollups/ Banners)
- Product Placement
- Speaking Opportunities
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 25 Delegates

Available Slot: 1 @N10M

Diamond Package

- Take up at least 4 Cost Elements

Diamond Package Benefits

- Logo Placement on collaterals
- Branding (Owned Rollups/ Banners)
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 15 Delegates

Available Slots: 2 @N5M

Gold Package

- Take up at least 2 to 3 Cost Elements

Gold Package Benefits

- Logo Placement on collaterals
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 10 Delegates

Available Slots: 4 @N2.5M

OUR EAP SERVICE OFFERINGS



Employee

- ✓ Psychosocial Risk Assessment and Management
- ✓ Workplace Wellness
- ✓ Addiction and Substance Abuse Management

Assistance

- ✓ Critical Incidence Counselling and Management
- ✓ Grief and Bereavement Counselling
- ✓ Employee Lifecycle.
- ✓ Workplace Counselling Services

Programme

- ✓ Employee Engagement for Productivity and Performance
- ✓ Employee Coaching and Mentoring
- ✓ Mediation and Conciliation Services
- ✓ Holistic End-to-End Wellbeing Programme

SOME OF OUR ESTEEMED CLIENTS

