



**Philip Merry's Global Leadership Academy brings you
A Conference World Premiere in Singapore**

THE NEW SCIENCE OF HAPPINESS AND WELL-BEING

Simply Happy

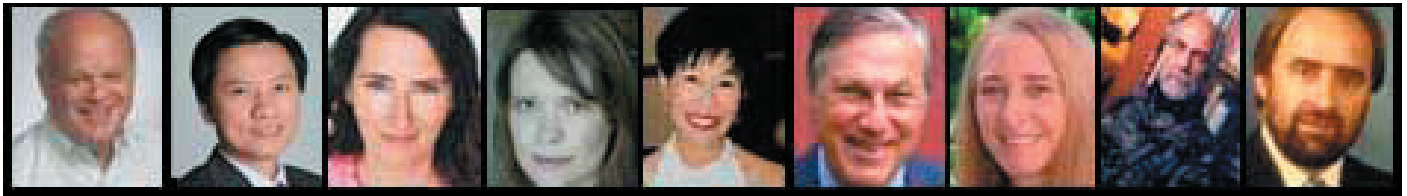
**2008's Hottest Sponsorship Opportunity
SPONSOR & EXHIBITOR BROCHURE**

HAPPINESS – OUR DEEPEST DESIRE - CAN IT BE TAUGHT?

The last 10 years has seen the growth of a whole new school of thought - Positive Psychology – the Science of Happiness. This new research shows that all of us CAN learn how to be happier; and many individuals, societies and organizations are implementing this research to help them succeed.

Happiness CAN be taught! Join us at the New Science of Happiness and Well-Being Conference and understand how you can flourish by putting the science of positive psychology to work in your community, your organization and your life.

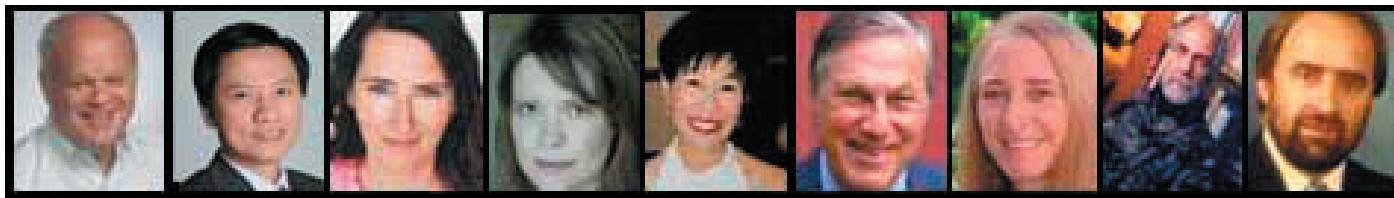
TABLE OF CONTENTS



BENEFITS FOR SPONSORS	3
CONFERENCE HIGHLIGHTS	4
BENEFITS TO ATTENDEES	5
ATTENDEE PROFILE	6
PUBLICITY CAMPAIGN	6
VARIETY OF SPONSORSHIPS	
Platinum Sponsor	7
Gold Sponsor	7
Silver Sponsor	8
Bronze Sponsor	8
Official Conference Bag Sponsor	8
Exhibition Opportunities	9
Gifts/Print/Stationary Sponsor	9
Advertiser	9
Exhibitor	9
Special Sponsorships	9
GLOBAL LEADERSHIP ACADEMY	10
BOOKING FORM	11



THE NEW SCIENCE OF HAPPINESS AND WELL-BEING



BENEFITS FOR SPONSORS - World Premiere

The New Science Of Happiness And Well-Being is new in Singapore – and by becoming a sponsor you will benefit by having your organisation or company name, products and services regularly linked to the word “Happiness”.

South East Asia is one of the most economically vibrant regions in the world and **The Science of Happiness and Well-Being** conference will attract many people from Singapore and around the region. As personal wealth grows – well-being and happiness are not necessarily increasing. Money alone does not necessarily buy happiness and people are looking for something else to give meaning to their lives – hence, the interest in alternative medicine, meditation and other spiritual practices. **The New Science Of Happiness And Well-Being** will share the history of, and latest research on, happiness as well as helping participants understand how to develop long term happiness in their own lives. We now understand the “SCIENCE” of Happiness – and that understanding has enormous implications for the workplace, health, education, parenting, for the pursuit of material possessions and for the journey life.

The New Science Of Happiness And Well-Being 2 day conference brings together a faculty of the 9 world leaders in well being and happiness for this event – including the founder of positive psychology – Dr. Martin Seligman – author of best seller Authentic Happiness.

Some of the benefits for Sponsors

- **High visibility for your name in the press and with the public**
- **Conference participants exposed to your products**
- **Advertising exposure – with your product/services linked to happiness**
- **The chance for your staff and VIP clients to attend an event that will:**
 - Help them become happier
 - Understand how to enhance their health
 - Build a more positive mind-set
 - Help them to understand their children and become better parents
 - Help them deal with stress
 - Help them develop work/life balance skills
 - Enable them to build a workplace where happiness and well-being are common place (all the research says that productivity and loyalty are much higher in staff who are “happy”)
 - Clarify how their cultural values impact happiness



THE NEW SCIENCE OF HAPPINESS AND WELL-BEING

2 DAYS OF QUALITY LEARNING WITH 9 LEADING AUTHORITIES ON HAPPINESS!

KEYNOTE SPEAKER: Dr. Martin Seligman



Founder of Positive Psychology, Fox Leadership Professor of Psychology at the University of Pennsylvania, Director of the world's first masters degree in Positive Psychology and best selling author of "**Authentic Happiness – Using the New Positive Psychology to realize your potential for lasting Fulfillment**"

Topic – in extended sessions with Dr. Seligman you will understand the origins and impact of the science of happiness, get up to date with the latest findings and understand what constitutes the "full life"



DR. DAVID CHAN

Professor of Psychology at Singapore Management University, David Chan is consultant to the Singapore Prime Minister's Office, Ministry of Defence, Ministry of Community Development, Youth and Sports, Police

Force, Prison Service, and is Chairman of the International Advisory Panel to Singapore's National Addictions Management Center and National Council on Problem Gambling

Topic - The Science of Happiness and Well-Being: Singapore Perspectives



DR. SONJA LYUBOMIRSKY

Professor of Psychology at the University of California, Riverside, Co-holder of a US \$1,000,000 5 year grant to conduct research on how to permanently increase happiness, author of "**The How of Happiness: A Scientific Approach to Getting the Life You Want**"

Topic - Hear how you can create superior health and even longer life as well as clarifying your "genetic happiness "set point" from an expert in happiness and health research



DR. GEORGE VAILLANT

Professor of Psychiatry at Harvard Medical School with 35 years as Director of the Study of Adult Development at the Harvard University Health Service. His published works include: **Adaptation to Life, Aging Well**

Topic - Discover the medical profession's most powerful tool to combat stress and clarify how emotions are important to both "East" and "West"



DR. CATHERINE LIM

Singapore author of 18 books, including **O Singapore!, The Bondmaid, Following the Wrong God Home, Unhurried Thoughts at my Funeral**, political commentator, lecturer

Topic - How Singaporeans can grow their own "joy and happiness" by understanding the clash between "tradition and modernity"



DR. ILONA BONIWELL

Programme Leader for the first Masters Degree in Applied Positive Psychology in Europe, consultant for the BBC series "The Happiness Formula" and author of **Positive Psychology in a Nutshell**

Topic - Positive Education: Bringing Well-Being to Parents, Schools and Universities



PHILIP MERRY

Singapore based team and leadership consultant for 30 years and has worked in 47 countries with a reputation helping global organisations explore how to be more effective - 20,000 Singaporeans have attended his programmes since 1991

Topic – Happiness in a Global World - impact of cultural mindset on success in the workplace and how to identify and change old cultural patterns that cause stress and block happiness

2 DAYS OF QUALITY LEARNING WITH 9 LEADING AUTHORITIES ON HAPPINESS!



DR. JUDY WILLIS

MD & neurologist, middle school teacher and author of **Research-Based Strategies To Ignite Student Learning: Insights from a Neurologist/Classroom Teacher, Brain-Friendly**

Strategies for Inclusion

Topic - Practical skills for Parents and Teachers to increase alertness, focused attention, mental effort, creative problem solving in children and students as well as how to reduce the stress that blocks learning



DR. PAUL ROZIN

Professor of Psychology at the University of Pennsylvania, specialist in happiness, culture and food and recipient of the American Psychological Association's Distinguished Scientific Contribution Award in 2007

Topic - Asian versus American perspectives on the "good life" and the fascinating topic of food and pleasure

BENEFITS TO ATTENDEES

Personal Well-Being and Health

- Understand the science of happiness
- Be "Simply-Happier"
- Build meaning into your life that enhances long term happiness
- Form more emotionally stable relationships
- Clarify why money alone does not always buy happiness
- Integrate the pursuit of happiness and the drive for material wealth
- Be aware of the impact of cultural values on happiness
- Find happiness and well being beyond stress
- Clarify how happiness is linked to optimum health
- Hear the latest neuro scientific findings about the human brain and happiness
- Receive tools to sustain happiness for the rest of your life
- Understand what builds happy communities

Family & Education

- Accelerate your parenting skills
- Build a relationship with your children that helps them thrive
- Learn how teachers and parents can partner to enhance happiness for children
- Develop strategies to reduce the brain's filters that block learning
- Understand strategies to help children reduce stress, increase alertness, sustain optimism, increase motivation, build strong long-term memories, develop higher-level thinking and practice creative problem solving,
- Hear the Implications of Positive Psychology for classroom and the whole school environment

- Build more happiness into your family life
- Understand how positive psychology is linked to life long learning
- Get clear on how happiness is connected to your unique talents and life purpose

The Workplace

- Develop a strategy for growing a happier organisation
- Build skills in work/life balance
- Let the science of happiness accelerate the success of your training and HR activities
- Understand how positive psychology impacts optimum performance
- Develop a happier work environment
- Develop happier, more motivated employees
- Understand the leader's role in developing happiness
- Understand what positive psychology means for Singapore and the region
- Understand the Fuzzy Logic of Happiness – and Reconcile East and West in Singapore.
- Clarify Management in Organizations and Policy Making in Singapore.



ATTENDEE PROFILE

As Happiness has wide appeal – and will attract the following:

BUSINESS

- Leaders/Managers involved in building a happier workforce
- People with high net worth who are still searching for happiness
- People beginning to build their career/wealth who want to include happiness from the start
- Banking and Insurance Professionals
- Entrepreneurs and Business Owners
- Expatriates adjusting to the local workplace
- Staff involved in developing happier customers
- HR and Training Staff
- Work/life Balance Professionals
- Consulting and Coaching Professionals

GOVERNMENT & EDUCATION

- Economic Policy Makers
- Government Ministries involved in community and workforce development
- Staff Training Professionals

- Educational Policy Makers
- School Principals & Department Heads
- Local and International Teachers
- University Staff
- Psychologists
- Prison Staff
- Parents
- Community and Religious Leaders

HEALTH

- Health Policy Makers
- Medical Doctors
- Nurses
- Psychotherapists
- Mental Health Professionals
- Carer-givers for the aged
- Social Workers
- People who want to add more meaning and happiness to their lives

In short the conference will be benefit:

Those who want to understand the latest scientific research on what contributes to well-being in life – and who want to develop the skills to make their own life and the lives of others happier and more meaningful

PUBLICITY CAMPAIGN

THE NEW SCIENCE OF HAPPINESS AND WELL-BEING gives you a variety of media for getting your product/services/name in the public eye.

Advertisements in Local Press/Magazines – we have enormous interest in this event from the press.

Advertisements in Trade Publications – because “happiness” appeals to all there will be a variety of ads in trade publications.

Internet Marketing - key sponsors to link your web site with ours for a wider, more complete reach. This is a benefit only available to senior level sponsors.

Direct Mail – exposure in to a wide variety of individuals.

Industry Associations - Singapore is focused on work-life balance; there will be exposure to a variety of government professional associations.

Fax and Email Marketing Campaigns

These act as constant reminders of the event and are an ideal medium by which to announce new information, promote sponsors and profile individuals. Emails are distributed to our own databases and those of endorsing associations.

Telemarketing - A team of sales personnel will

connect with major organisations and professionals to ensure attendance.

Conference Brochure

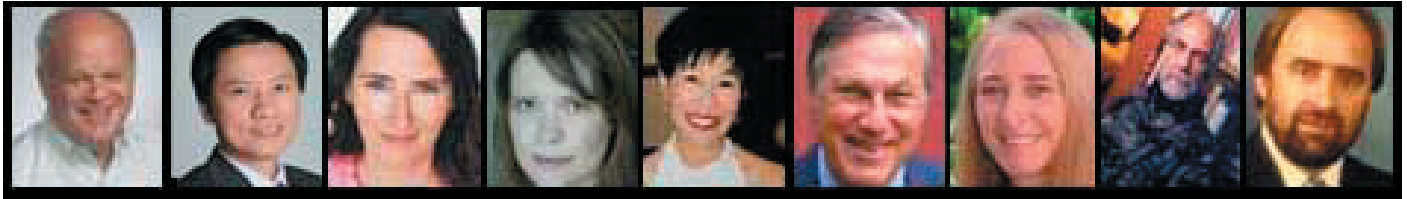
A colour brochure will give you the opportunity for your products/services/name to be seen by thousands throughout Singapore and the region.

Publicity Campaign – a series of events will ensure that **THE NEW SCIENCE OF WELL-BEING AND HAPPINESS** will be clearly in the public eye both before and after the event.

Finally

This is a truly unique opportunity for you to be associated with a “one of a kind” world premiere event in Singapore that is bound to reap rewards for your products and services way beyond the 2 days. It will enable you to:

- **Have your product/services/name associated with HAPPINESS**
- **Generate high quality business connections**
- **Give you the satisfaction of being connected to an event that will help increase the happiness here in Singapore and the world**



VARIETY OF SPONSORSHIPS

Platinum Sponsorship

- The conference brochure will have a variety of ads and be seen by many people – we are offering one full page (A4) advertisement in the brochure with their choice of placement (ad and artwork to be produced by sponsor).
- Sponsor's company profile and logo featured in our event website + 50 words describing the sponsor's products/services + a hyperlink to sponsor's designated website.
- One complimentary full colour insert in the conference delegate folder. One A4 page in size (supplied by sponsor).
- Three free standing banners – in conference room, registration and refreshment area. Banner to be supplied by sponsor.
- Sponsor's logo projected onto the conference screen on official event sponsor slide, to be displayed during conference breaks. Sponsor's logo is positioned as the top logo on the screen.
- Sponsor's logo and company name will be featured in conference brochures, and mentioned in press campaign, trade magazines and newspapers.
- A table top (booth) display area at the conference allowing for client contact and business development.
- Sponsor's corporate video to be played during break times – based on space availability and deadline restrictions (sponsor to provide DVD – max 5 minutes).
- 15 VIP tickets.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,26

Your Investment: S\$50,000

Gold Sponsor

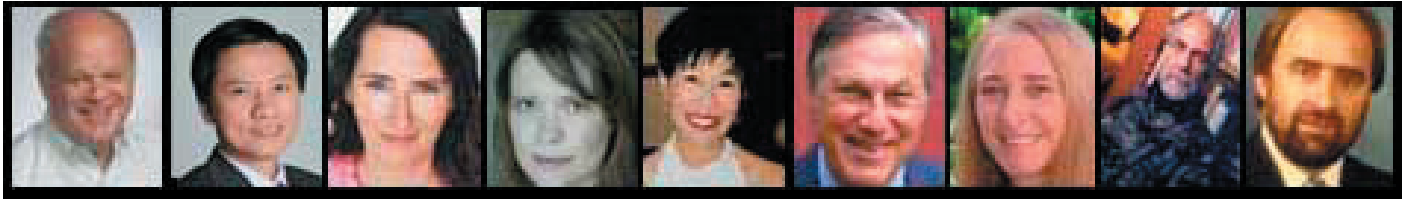
- The conference brochure will have a variety of ads and be seen by many people – we are offering 1/2 page (A4) advertisement in the brochure with their choice of placement. (ad and artwork to be produced by sponsor).
- Sponsor's logo featured in our event website + a hyperlink to sponsor's designated website.
- One complimentary full colour insert in the conference delegate folder. One A4 page in size (supplied by sponsor).
- Two free standing banners – in conference room and refreshment area. Banner to be supplied by sponsor.
- Sponsor's logo projected on the conference screen on official sponsor event slide, to be displayed during conference breaks.
- Sponsor's logo and company name will be featured in conference brochures, mentioned in press campaign, trade magazines and newspapers.
- A table top (booth) display area at the conference allowing client contact and business development.
- 10 VIP tickets.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,26

Your Investment: S\$40,000



VARIETY OF SPONSORSHIPS

Silver Sponsorship

- Sponsor's logo featured in our event website + a hyperlink to sponsor's designated website.
- One complimentary full colour insert in the conference delegate folder. One A4 page in size (supplied by sponsor).
- One freestanding banner displayed in the conference room (supplied by sponsor).
- Sponsor's logo projected on the conference screen on official sponsor event slide, to be displayed during conference breaks.
- Sponsor's logo and company name will be included in conference brochures, mentioned in press campaign, trade magazines and newspapers.
- A table top (booth) display area at the conference allowing client contact and business development.
- 5 VIP tickets.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,26

● **Your Investment: SGD \$30,000**

Bronze Sponsor

- Sponsor's logo featured on the main page of our event website with a hyperlink to sponsor's designed website.
- One complimentary full colour insert in the conference delegate folder. Up to one A4 page in size (supplied by sponsor).
- Sponsor's logo projected on the conference screen on official sponsor event slide, to be displayed during conference breaks.
- Sponsor's logo and company name will be included in conference brochures, mentioned in press campaign, trade magazines and newspapers.
- A table top (booth) display area at the conference allowing intimate client contact and business development.
- 3 VIP tickets.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,26

● **Your Investment: SGD \$20,000**

Exclusive Official Conference Bag Sponsor

- Exclusive sponsor of bag with ONLY sponsor's logo on bag.
- Acknowledgement as Exclusive "Official Bag Sponsor" together with sponsor's logo featured on the main page of our event website with a hyperlink to sponsor's designated website.
- One complimentary full colour insert in the conference delegate folder. Up to one A4 page in size (supplied by sponsor).
- Sponsor's logo projected on the conference screen on official sponsor event slide, to be displayed during conference breaks.
- Sponsor's logo and company name will be included in conference brochures, mentioned in press campaign, trade magazines, and newspapers.
- 1 VIP ticket.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

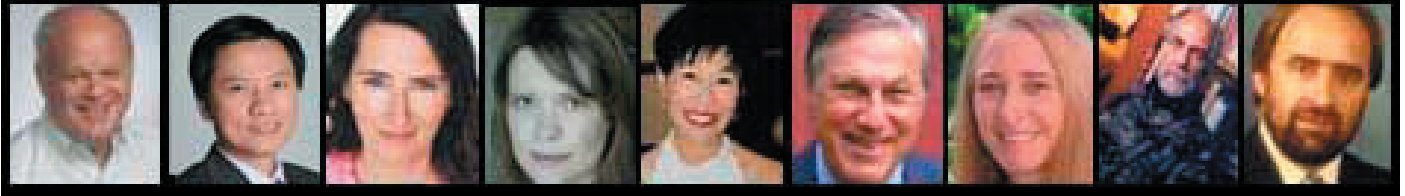
Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,26

● **Your Investment: SGD \$30,000**

Sponsorship



VARIETY OF SPONSORSHIPS

Gifts / Print Sponsor

- Recognition as Exclusive "Gifts/Print Sponsor" + sponsor's logo featured on the main page of our event website with a hyperlink to sponsor's designated website.
- One complimentary full colour insert in the conference delegate folder. Up to one A4 page in size (supplied by sponsor).
- Sponsor's logo projected on the conference screen on official sponsor event slide, to be displayed during conference breaks.
- Sponsor's logo and company name will be included in conference brochures, mentioned in press campaign, trade magazines and newspapers.
- 1 VIP tickets.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,260

● **Your Investment: SGD \$6000**

Advertisements

This is a great opportunity to ensure that your services/products are linked to Happiness and Well Being

- Sponsor's logo and company name will be included in conference brochures, mentioned in press campaign, trade magazines, and newspapers.
- Unlimited discount on normal conference ticket prices offered to sponsors VIP clients:

Pricing

- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,260

Investment:

Full colour A4 – SGD \$5,000
Full colour half page of A4 – SGD \$2,500
Full colour quarter page of A4 – SGD \$1,500
(all artwork produced by advertiser)

Exhibitors

Display your services/products in front of delegates, public and press

- A Table top (booth) display area at the conference allowing client contact and business development.
- Backboards for signage and banners / or printed materials.
- 2 x chairs.
- Unlimited discount on normal conference ticket prices offered :

Pricing

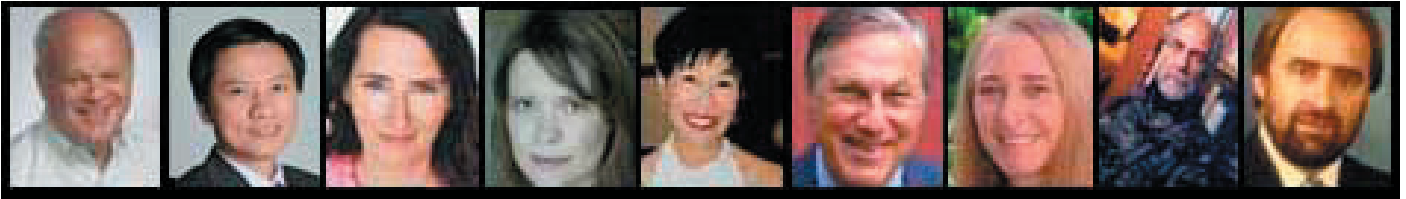
- Discount Price Jan 1 – Feb 6
- Discount Price Feb 7 – Mar 31
- Full Price April 1 – 16

Normal	Sponsor
SGD \$988	SGD 888
SGD \$1,200	SGD 1,080
SGD \$1,388	SGD 1,260

Your Investment: SGD \$3000

Special Sponsorships

A variety of other sponsorships can be tailored to sponsors needs – eg cocktail, lunch, tea/coffee break, transport, flights, accommodation, etc - please contact Belinda Tan, Marketing Manager at 9025 3694, email: pmcg@pacific.net.sg or Philip Merry at 6322 1477, email: pmerry@pacific.net.sg



GLOBAL LEADERSHIP ACADEMY

“Building Partnership, Peace and Prosperity across Cultures”

As a Singapore Company Global Leadership Academy is proud to bring you this world premiere conference. Global Leadership Academy has many of the world's leading organisations as its clients, and it's consultants are in regular demand to run leadership, team and cross cultural services in 5 continents. Enabling teams and leaders from different cultures to become more effective and happier in their lives and in their workplaces is their focus. Global Leadership Academy represents Dr. Meredith Belbin – originator of the world famous team roles profiling system – which helps build happiness by enabling executives understand whether or not they are in the fight job. “Building partnership, peace and prosperity across cultures” is their motto and as well as working with household-name commercial clients, they have for many years worked with the United Nations to strengthen teams and leadership in order to more effectively deliver the Millenium Development Goals.

GLOBAL CROSS CULTURAL CONSULTANTS

Training and Consulting in:

- HAPPINESS & WELL-BEING
- ALL ASPECTS OF GLOBAL LEADERSHIP
- BUILDING CROSS CULTURAL PARTNERSHIP
- WORKING WITH DIFFERENCES
- MULTI-CULTURAL TEAMWORK
- DEVELOPING WOMEN LEADERS
- INTUITIVE INNOVATION
- CULTURE, TEAM, BRAIN DOMINANCE PROFILING
- MANAGING PERSONAL ENERGY

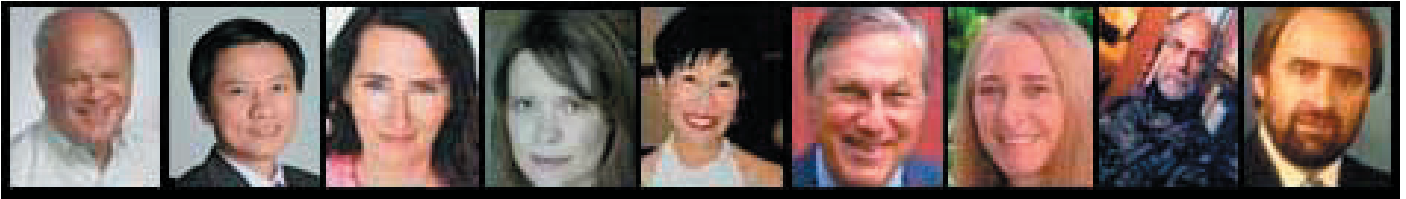
We are the only company in the world to combine the work of:
Dr. Meredith Belbin, Ned Hermann,
Dr. Fons Trompenaars & Prof. Charles Hampden-Turner

Philip Merry - Founder and CEO - Global Leadership Academy



THE NEW SCIENCE OF HAPPINESS AND WELL-BEING

BOOKING FORM



BOOKING FORM

The NEW SCIENCE OF HAPPINESS AND WELL-BEING

Yes – I have a leading brand I want to promote it to business leaders/decision makers
Yes - I have an exciting product/service that I want to showcase

If you answered yes to either of the above please complete the form below or contact
Marketing Manager Belinda Tan at 9025 3694, email: pmcg@pacific.net.sg
Or Philip Merry at 6322 1477, email: pmerry@pacific.net.sg

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Special Sponsorship |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> Gift/Print/Stationary Sponsor |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Advertiser |
| <input type="checkbox"/> Bronze Sponsor | |
| <input type="checkbox"/> Official Conference Bag Sponsor | |
| <input type="checkbox"/> Exhibitor | |

Name: _____ Country _____

Job title: _____

Company: _____

Postal Address: _____

Postal Code _____

Tel: _____ Fax: _____

Mobile: _____

E-mail: _____