# **CELEBRATING 10 YEARS**

## PENDULUM NEXT GENERATION TRANSFORMATION **JANUARY 10TH & 11TH, 2024**

THE WORLD'S NO.1 LEADERSHIP & SELF-EMPOWERMENT SUMMIT **PENDULUM SUMMIT** EVENT BROCHURE

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"The best kind of event has an engaged audience. Pendulum Summit in Dublin was an electrically engaged audience. I enjoyed my time both on and off the stage with all of the fantastic attendees that made up the entire summit experience. I was grateful to be a part of such an influential event. Professionalism aside... Pendulum rocks!"

Erik Wahl, Internationally Recognised Graffiti Artist & Motivational Speaker



### **INTRODUCING PENDULUM SUMMIT**

# Pendulum Summit, The World's No. 1 Leadership & Self Empowerment Summit celebrates our 10th anniversary at the Convention Centre Dublin on January 10th & 11th 2024.

Our annual inspiring and actionable 2-day programme brings together the best orators & authorities on the planet to share their insights and empower our delegates to maximise their impact and potential in all aspects of their lives. Pendulum delivers solutions in vocational training for individuals, companies, and business clients, in leadership, high performance, self-empowerment, and a myriad of other professional growth areas. The networking extravaganza is another world-class feature and it is also brilliant for team building, business acquisition, & company branding opportunities via its world class expo & partnership opportunities.

Next January, the electrifying CPD internationally accredited event will have a theme of "Next Generation Transformation" and will serve you by "fueling peak performance and holistic wellbeing" and empower you whether you are a senior executive, middle management, a founder, or an aspiring "up and coming" leader.

### THE WHY

For over a decade, we have been the epitome of world-class excellence, empowering individuals and organisations to unlock their full potential. Our transformative experiences, global networking opportunities, and insights from renowned thought leaders make us the premier event for personal and professional growth.

Whether you seek inspiration, practical strategies, or valuable connections, Pendulum Summit delivers it all. Join us on this extraordinary journey of self-discovery and success, and experience the power of Pendulum Summit in shaping your future.

- CPD accreditation and certification
- Retaining, rewarding, and embracing workplace diversity
- Cultivating collaborative synergy
- Innovation, future of work, and companies that attend
- Cost-effective investment and tax benefits
- Empower clients with tools for growth
- Destination Ireland and international impact
- Impactful goal setting for success
- Aligning with excellence
- Fostering mental resilience, holistic wellbeing, and self-empowerment
- Inspire and motivate
- The CEO Dinner
- The expo and exceptional attendee experience

## **PENDULUM SUMMIT'S CORE VALUES** Fuelling Peak Performance & Holistic Wellbeing



**Mental Resilience** 



**Compassionate Leadership** 







**Elite Peformanc** 



Purpose & Passion



- Mental Resilience Whether it is Covid, political instability or war in Ukraine there will always be something! Pendulum will offer proven techniques to create armour plated well-being to tackle work/life balance, burnout and loneliness. We want to create a physical health and well-being plan that keeps you energetic, engaged and passionate about the things that keep you performing at your best. Uncertainty is the new default and we need to make sure that everyone has the tools to navigate this successfully. Mental health challenges are now the norm among employees across all organisational levels. Seventy-six percent of respondents reported at least one symptom of a mental health condition in 2020, up from 59% in 2019.
- Purpose & Passion Enjoy what you do and go all in. We must remember to show/feel gratitude and be grateful for what we have. Carpe diem - seize the moment and be in the now. "The two most important days in your life are the day you're born and the day you find out why." Mark Twain
- Elite Performance Raising the bar, breaking through glass ceilings or peak performance the sky is not the limit. We believe in a zero limit life, and that with the right information and key knowledge, everyone should be able to reach for the stars! We will bring worldrecord breakers and share wisdom from people who have achieved global mastery in their fields driving our delegates to smash new targets and create new habits which will deliver exponential rewards.
- Connectivity and Osmosis Pendulum Summit is full of ambitious game-changers...by surrounding yourself and connecting with some of the most sensational business leaders and companies in the globe, flourishing will be inevitable. Our next generation networking technology enables connectivity between our in-person attendees and brands and our global live stream delegates.
- Compassionate Leadership Invest, reward, retain and value your talent and you will see the law of reciprocation in action. When things are going well, double your training budget, when they are not going well, quadruple it - Peter Drucker "The only thing worse than training your employees and having them leave is not training them and having them stay." — Henry Ford



### **PENDULUM SPEAKERS 2024**

- Wim Hof Dutch extreme athlete, 'The Iceman', Record Breaker, Motivational Speaker, Best-Selling Author and creator of the Wim Hof Method
- Dr. John Gray Ph.D Globally recognised relationship expert & bestselling author of 'Men Are from Mars, Women Are from Venus'
- Mandy Hickson Former RAF Fighter Pilot & facilitator and coach in human performance factors
- Charlie Engle Addiction Survivor, Sahara Desert Ultra Runner & Global ultra-endurance Athlete
- Nancy Rademaker Advisor & Educator on Digital Transformation, Extreme Customer Centricity, Disruption & Al
- Dr. Zöe Wimshurst Senior Lecturer in Psychology & Chartered Psychologist specialising in Visual Performance
- Niall Breslin Acclaimed Irish Musician & Mental Health Advocate TBA
- Christian Horner OBE 6–Time World Champion Red Bull Racing Team Principal & CEO
- Dr. Julie Smith Clinical Psychologist, No.1 Best–Selling Author & Social Media Star
- Costas Markides Professor of Strategy and Entrepreneurship; Robert P Bauman Chair in Strategic Leadership

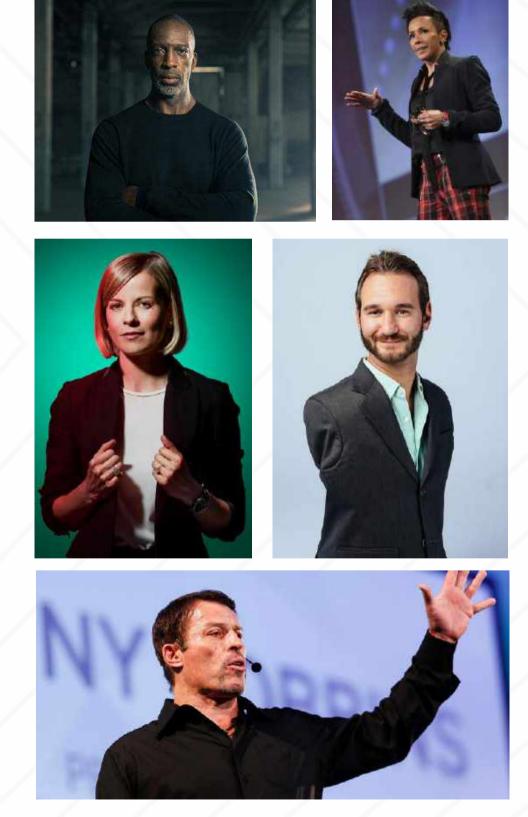


Read about our 2024 speakers <u>here</u> or visit pendulumsummit.com/speakers

### **A FEW OF OUR PREVIOUS PENDULUM SPEAKERS**

- STEVE WOZNIAK
- SIR RICHARD BRANSON
- RUBY WALSH
- DAME KELLY HOLMES
- TONY ROBBINS
- BARONESS MICHELLE MONE
- SIR STEVE REDGRAVE
- BEAR GRYLLS
- MANDY HICKSON
- DAMIAN BROWNE

- BOB PROCTOR
- NICK VUJICIC
- JO MALONE MBE
- LORD ALAN SUGAR
- COLIN FARRELL
- MOLLY BLOOM
- MICHAEL JOHNSON
- SUSIE WOLFF MBE
- ELLIS WATSON
- PHILLY MCMAHON



### **EXAMPLE SCHEDULE:**

Day 1 07.30-08.45 Registration, complimentary breakfast bites, world-class networking 08.45-09.00 Explosive Opening Act 9.10-9:50 Speaker

9:50-10.30 Speaker 10:30-11:15 Networking break 11.15-12:00 Speaker

12:00-12:30 Speaker 12:30-1:45 Lunch & Expo 1.45-2:00 Entertainment

**Pendulum Talks** 2:00-2:15 Speaker 2:15-2:30 Speaker 2:30-2:45 Speaker 2:45-3:00 Speaker

3:00-3.30 Networking break 3:30-4:15 Speaker 4:15-5:15 Speaker

Day 2: 7.30-8.45 Registration, complimentary breakfast bites, world-class networking 9:05-9:10 Explosive Show Opener 9:10-9:50 Speaker 9:50-10:30 Speaker 10:30-11:15 Networking break

11:15-11:30 Speaker 11:30-12:10 Speaker 12:10-12:30 Special Guest Entertainment 12:30-1:45 Lunch & Expo 1:45-2:00 Entertainment from

Pendulum Talks 2:00-2:15 Speaker 2:15-2:30 Speaker 2:30-2:45 Speaker 2:45-3:00 Speaker

3:00-3:30 Networking break 3:30-4:00 Speaker 4:00-5:00 Speaker 6:00-8:00 Pendulum Summit After Party At Indeed 8:00-Late Pendulum After Dark



### **PREVIOUS ENTERTAINMENT AT PENDULUM**

#### International Sensation with 1.5 billion streams, Gavin James



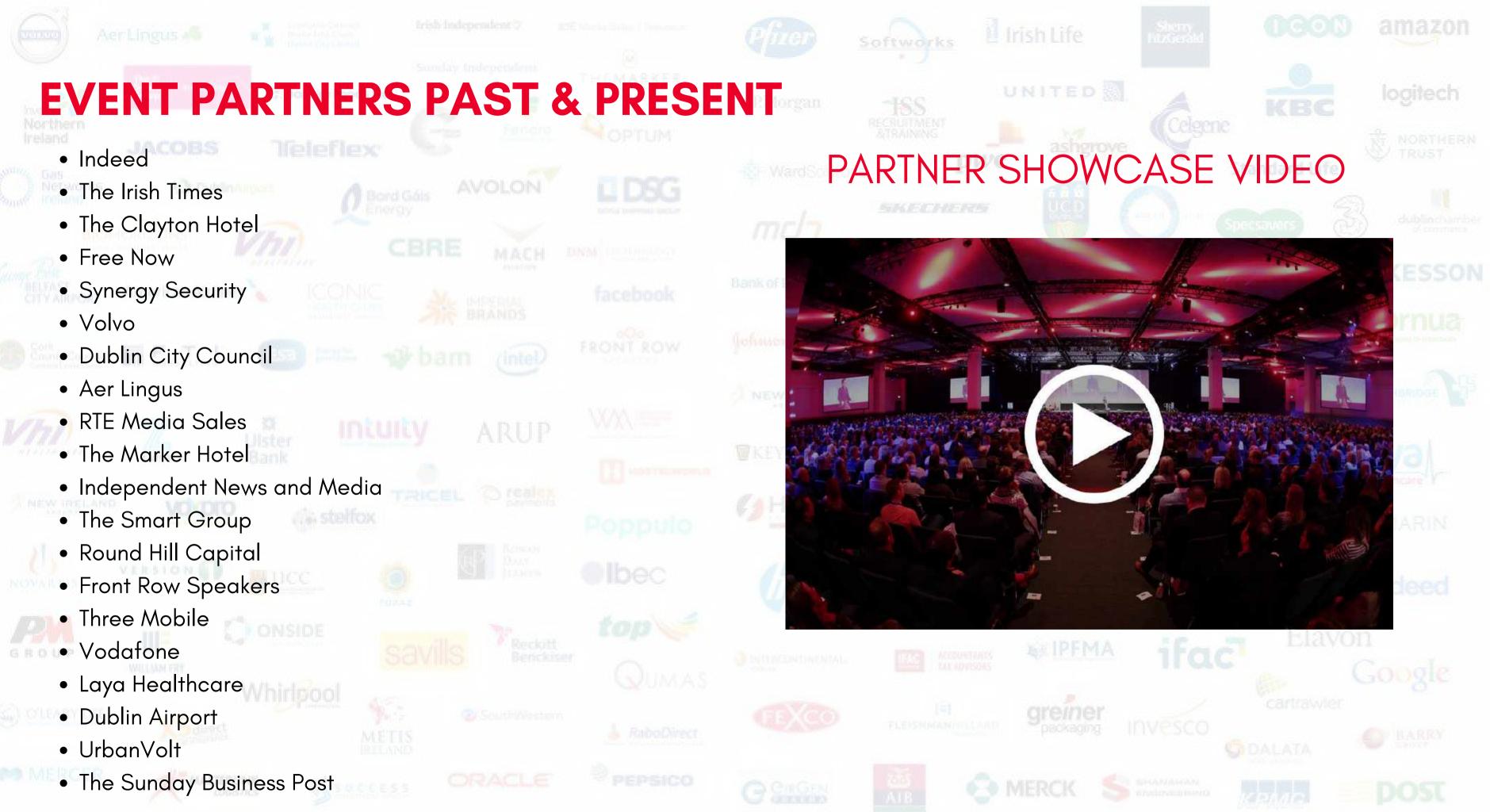
With a career that's earned him 1.8 billion streams at Spotify, 1 Diamond and 45 Platinum & Gold records across the globe, a #1 album in Ireland, a sold-out world tour and live shows with Sam Smith, Ed Sheeran, Niall Horan and James Blunt, Gavin James released his third studio album 'The Sweetest Part', on 22nd July 2022 which went to No.1 on the Irish official album charts and was his second No.1 album in 24 months.

The album explores the highs and lows of love and relationships, Gavin James wrote and produced with some of pop music's most highly regarded players. Including the lead single "Novocaine" it's clear the new album has all the credentials to match Gavin's previous success, which has earned himself arena level notoriety and two multi platinum album.

Previous singles from the album have already reached over 20 million streams and include 'Circles' and 'Greatest Hits' (which spent weeks in the Top 15 at radio in Ireland and Switzerland).

Gavin is no stranger to the live circuit, having a sold-out world tour which started in 2019 and ended with a sold-out 3Arena Dublin show, one of the last shows in Ireland before lockdown. Gavin kicked off 2022 with a UK Arena tour with James Blunt, and embarked on his Irish headline sold out tour.





# PENDULUM



Lisa Nichols, World's Most-Requested Motivational Speaker, Pendulum 2017

### A SELECTION OF COMPANIES THAT ATTEND







Key supporters of Pendulum Summit include automotive, telecommunications, IT, energy, transport, construction, food, health, business services, accounting, financial services, pharmaceutical, retail, aeronautical, manufacturing, public sector and media. Pendulum's Global Community is expanding with a multitude of international companies returning year upon year including **Google, Intel, Facebook, American Airlines, Twitter, Zurich, Coca Cola, Amazon, eBay, PayPal, Realex, Deloitte, Ernst & Young, Vodafone, PwC, KPMG, Boston Scientific** and many more.





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### **PENDULUM CEO DINNER**

An offshoot of Pendulum Summit is the hugely popular Pendulum CEO Dinner held on the evening of Day one. At the Pendulum CEO Dinner, you will be joined by a host of Pendulum Speakers and 250 of Ireland's senior leaders in business, government and civil service.

When: After the conclusion of Day 1 Where: Anantara The Marker Dublin Hotel **Time:** 6:00pm Audience: 250 of Ireland's most senior leaders in business, government and civil service. Theme: An evening of networking, innovation and collaboration focused on fostering new business relationships.

#### Format:

6.00pm: Pendulum Summit Day 1 ends 6.15pm: Drinks Reception 6.45pm sharp: Informal Dining, Speaker Contributions and Presentations 9.45pm: Evening officially ends



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#### PENDULUM 2023

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### **PENDULUM EXPO**

#### Unrivalled exposure and networking opportunities that can help your company achieve its goals.

As the integral networking hotspot, the Pendulum Expo enhances and complements the summit's overall program with endless discovery and business opportunities. This features the dynamic, forward-thinking companies that are transforming organisational culture through cutting-edge technological advances, developing solutions through innovation.

#### Within this area the following opportunities are a few ideas of what's possible:

- Exhibitor Stands
- Networking Zone
- Wellness Area
- Careers Hub
- Technology Hub
- VR/AR Experiences
- Photo Booths
- Charging Stations



### Pendulum 360° Learning & Lifestyle Platform

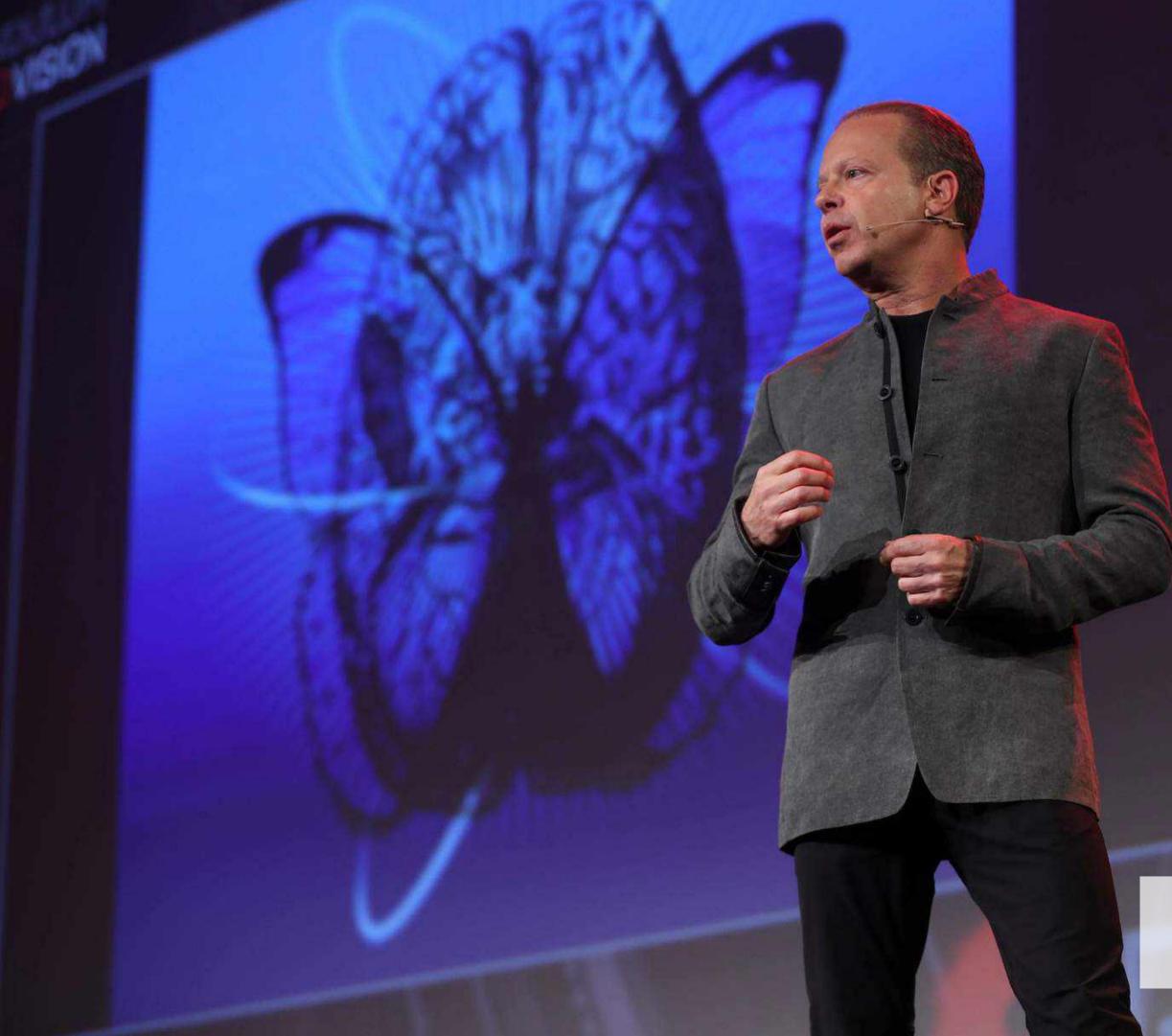
Pendulum 360° is a revolutionary Learning, Lifestyle and Networking platform dedicated to fuelling Peak Performance, Holistic Wellbeing and Leadership. Our Courses, Modules and Presentations are meticulously selected with the user in mind. We only select the best teachers and trainers in the world where we condense their content into highly targeted bursts of micro-learning. This is complemented by the years we have spent compiling the most thought provoking and actionable content from the 100's of global visionaries like Tony Robbins, Sir Richard Branson, Lisa Nichols, Bob Proctor, Dr Deepak Chopra, who have imparted their wisdom at Pendulum Summit.

Unlike learning programs focused on just a few of your high potential people, access to Pendulum 360° provides a shared experience that enriches every level of your organisation. Our materials are also complementary to any other learning and development efforts you have underway. We don't hinder your other efforts, Pendulum 360° helps employees to be more ready and open to embracing upskilling and professional training specific to your company or industry.

For more information visit **pendulum-360.com** 

Pendulum 360° provides year round brand exposure for your company.





Dr Joe Dispenza, Neuroscientist, Pendulum 2020

### **EXAMPLES OF SOCIAL MEDIA REACH**

#### 2018

- 2,610,914 Views video posted by Sir Richard Branson (Instagram) of Pendulum Summit in Dublin
- 1,082,470 Likes image posted by Conor McGregor (Instagram) of him with Sir Richard Branson onstage at Pendulum Summit in Dublin
- 229K Views video of Conor McGregor and Richard Branson mentioned Dublin (posted in the USA by MMA Focus)
- 53,874K likes photo posted by Sir Richard Branson (Instagram) (tagged location Dublin, Ireland) of him on stage with Conor McGregor & Irish comedian Alan Shortt

#### 2022

• Pendulum Summit trended on Twitter at No.8 for 2 days in April

#### 2023

• Pendulum Summit trended on Twitter at No.6 for 2 days in January





richardbranson 🥥 • Following Dublin, Ireland

richardbranson I was up for the craic when was surprised on stage by a visit from @thenotoriousmma #knockout

Load more comments

j.w.randall Hahahaha

margaret\_elisa\_lee Smashing lineup

cassy\_chavez This is so funny! Saw the video in LinkedIn

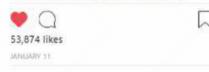
carmik2001 Good Morning Mr Branson , How deep is that plan / seems fair ? right .

smontgomerymedia Knock him out ha ha

tnc\_seo Nice work 🙆 🖉

anuar.kanzhygaly I'm an aspiring entrepreneur, let me know if you've got some business idea)

juanpablonetworker Éxito



Add a comment...



### **INTERNATIONAL MEDIA COVERAGE – EXAMPLE**

In addition to headlining Irish TV, Radio, Digital channels including RTE, Independent News & Media, The Irish Times, The Irish Examiner, examples of Pendulum being reported on an international scale include:

- Fox News
- Sky News
- The Guardian
- The Times
- CNN
- CNBC
- The Daily Mail
- Business Insider UK
- MMA Mania
- Expansión News (Mexico and Latin America) and more

#### 'I am an Irish badass': Mick Clifford soaks up the optimism at the Pendulum Summit

Believe, and you too can be a badass, leaders and would-be are told at the Pendulum summit in Dublin, this year's title being 'Fuelling Peak Performance and Holistic Wellbeing'



mit co.founder Frankie Sheeban, Damian Browne, the first man to row from New York to Galway, and ex-Irish Army ranger and TV presenter Ray Goggins at Pendulu

Examples of national coverage of Pendulum 2023:

- Front page article in The Irish Examiner highlighting Pendulum 2023



Pendulum 2023 speaker, Michael Johnson on The Pat Kenny Show & RTE's Drivetime
Pendulum 2023 Barry McGuigan on The Pat Kenny Show

## PENDULUM SUMMIT PARTNERSHIPS

Pendulum Summit Partnerships deliver the greatest marketing impact, aligning brands with Pendulum Summit leading up to, during, and after the events. The Pendulum partnership team offers valuable support and guidance to develop a custom program to fit your brand's needs.

### PENDULON 2023

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### **ALIGN WITH PENDULUM SUMMIT AT THE HIGHEST LEVEL**

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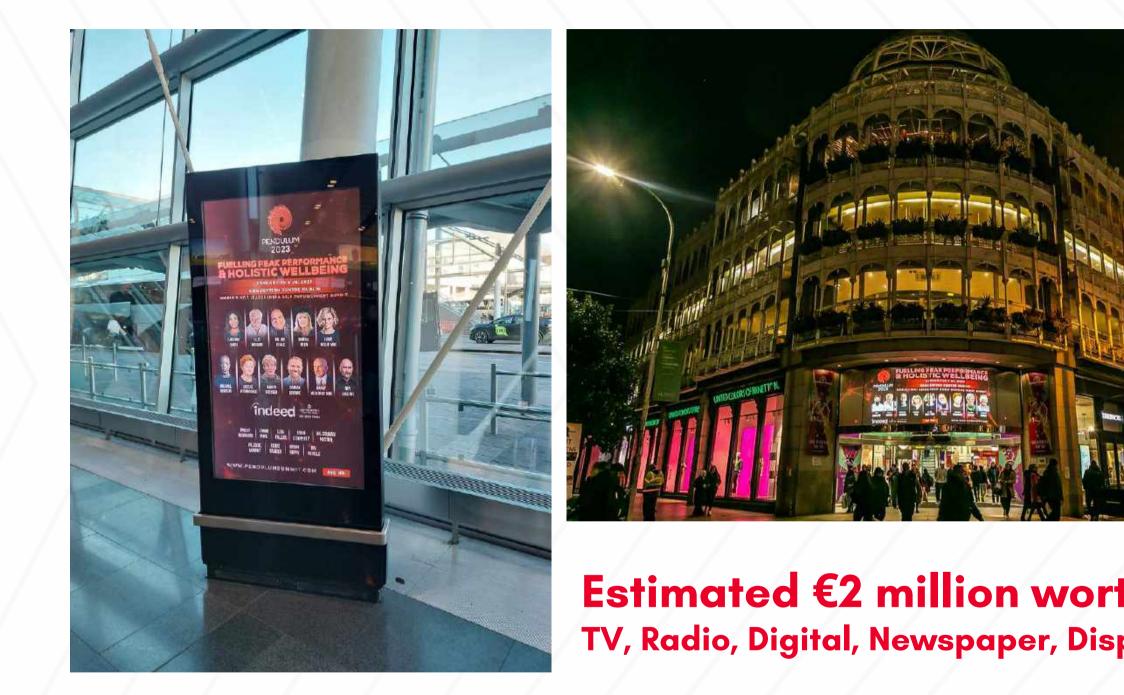
#### Pendulum works with its partners to:

- Reach target demographics
- Integrate partner products and offerings
- Achieve marketing objectives and amplify partner initiatives
- Garner the attention of thousands of influential industry leaders and press figures while influencing thousands of consumers
- Align with Pendulum Summit in national and international marketing campaigns
- Promote your brand through an array of custom opportunities
- Get in front of influential leaders and highly educated early adopters through Pendulum Summit, Pendulum Expo, CEO Dinner, Satellite Events, Live Stream Global Audience and Pendulum 360° Learning Platform you'll be able to reach your target audience to get exceptional results.



### NATIONAL ADVERTISING CAMPAIGN EXAMPLES

Dublin Airport & Stephen's Green Shopping Centre, January 2023





- National TV Advert Campaigns
- National Radio Advert Campaigns
- Print Media Campaigns
- Airport Campaigns
- Dublin Bus Campaigns
- Digital Advertising Campaigns e.g. Rail / Dart, Shopping Centres, Commuter Squares, 6 Sheets)
- Cinema Advertising Campai
- National Billboard Campaigns
- Digital Marketing Campaigns
- Social Media Campaigns

# **Estimated €2 million worth of media value including on** TV, Radio, Digital, Newspaper, Display Advertising and Outdoor Advertising.



### THE PARTNERSHIP MODEL

- Naming Partner will be integrated into the event name and Pendulum Summit logo.
- Four Platinum Partners.
- Platinum Partner & Event Partner receives exposure at a proportionately lower investment level than a title partner if Naming Partnership filled.
- Partner logos will be featured across all broadcast assets (print, TV, etc.), marketing material, social and digital channels and on-site branding including annual coverage on Pendulum 360° Learning and Lifestyle Platform.
- Other Partnership opportunities available including Media, Accommodation & Event.
- We welcome alternative partnership proposals & tailor-make based on your specific requirements.

### PENDULUM SUMMIT NAMING PARTNER AVAILABLE

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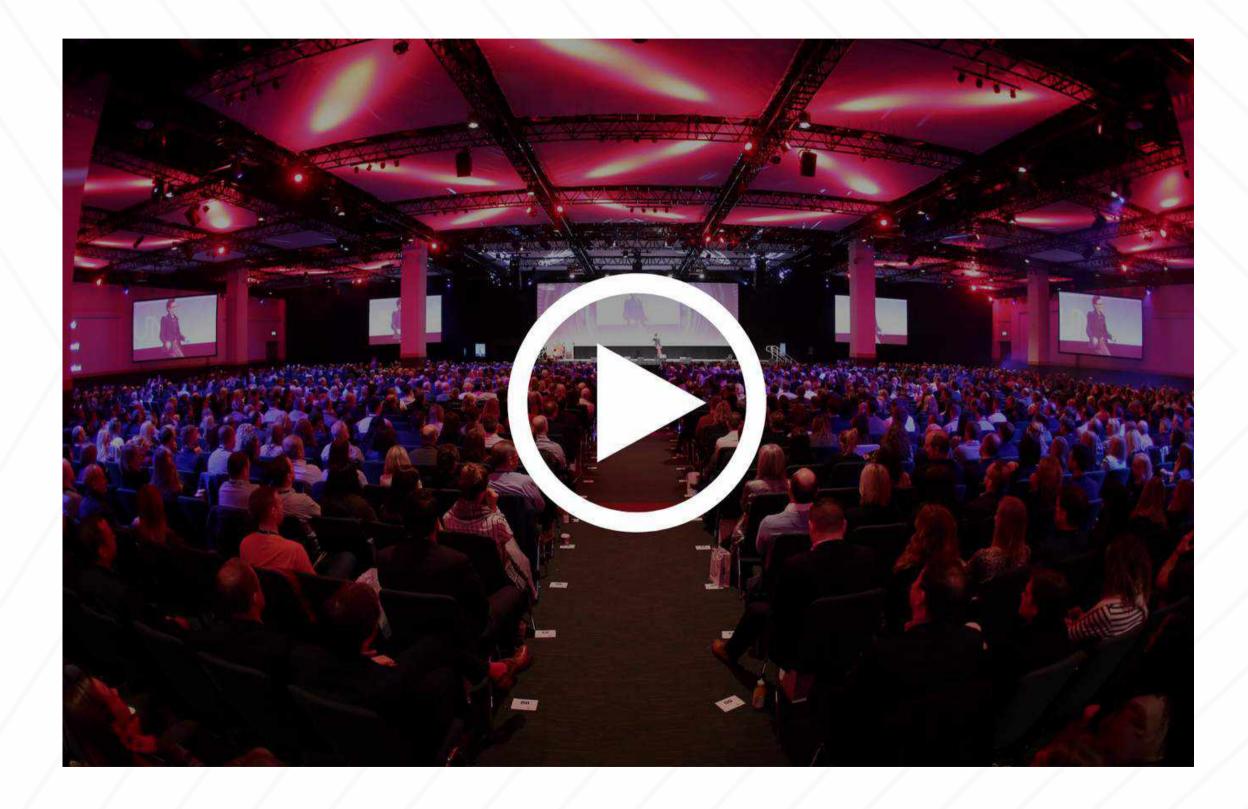
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## **TV ADVERTISING EXAMPLE**







### **PRINT MEDIA & ADVERTISING EXAMPLES**



### LaFawn Davis on why we need more happiness in the workplace

Updated / Wednesday, 25 Jan 2023 16:06





By Sinann Fetherston Lifestyle Lead and Multi-Media Journalist.





PENDULUM SUMMIT GENERATES OVER €20 MILLION FOR THE ECONOMY OF IRELAND EACH YEAR IN DELEGATE SPEND AND INTERNATIONAL EXPOSURE.

### **GLOBAL EVENTS: PENDULUM NEW YORK & PENDULUM VIRTUAL**

Pendulum Summit New York took place in Sept 2018 at the iconic PlayStation Theatre, New York. The event which saw world-class speakers and 600 business leaders in attendance make it a resounding success.

Pendulum Virtual took place in November 2020 on a revolutionary virtual stage. Broadcast across all timezones on 2000 delegates experienced game-changing insights on business agility, remote leadership and mental wellness from Bob Proctor, Michelle Mone, Jack Canfield, Dr. Harry Barry and more.





"I feel totally inspired now, I walk away with my mission and purpose in life having spent the last year trying to figure it out."

Former Head of Human Resourc

Siemens

### PREVIOUS PENDULUM SPEAKERS INCLUDE...

Sir Richard Branson, Dr Deepak Chopra MD, Bear Grylls, Dr Joe Dispenza, Randi Zuckerberg, Jack Canfield, Lisa Nichols, Keith Ferrazzi, Colin Farrell, Bob Proctor, Stephen M.R. Covey, Sophia The Robot, Colonel Chris Hadfield, Conor McGregor, Ruby Wax, Erik Wahl, Tony Robbins, Baroness Michelle Mone of Mayfair OBE, Robin Sharma, Jo Malone CBE, Lord Alan Sugar, Keith Cunningham, Molly Bloom, Dame Kelly Holmes, Nick Vujicic, Nick Santonastasso, Mandy Hickson, Dr John Demartini, Dr Martyn Newman, Marshall Goldsmith, Jack Black, Jamil Qureshi, Rasmus Ankersen, Dr Bob Rotella, Gina London, Keith Barry, Jack Daly, Natalie Nahai, Stuart Lancaster, Willie Walsh, Patrick Coveney, Boris Johnson, David Meerman-Scott, Andy Fastow, Kelly Holmes, Stedman Graham, Simon Coveney, Bernard Brogan, Joe Schmidt, Monica Parker, Walter O'Brien, Suzy Welch, Nataly Kogan, John Mattone, Ambassador Samantha Power, James Caan CBE, Marci Shimoff, Brian Cody, Brad Sugars, John Cleese, Paul O'Connell, Baroness Karren Brady, Gurra Krantz, Dr. Harry Barry, Dr Frank Dick OBE, Debra Searle...





### A Myriad Of Cutting-Edge Topics That Our Speakers Deliver

Peak Performance, Holistic Wellbeing, Leadership, Nutrition, Exercise, Mindfulness, Meditation, Mental Health, Stress, Success, Teams, Emotional Intelligence, Goal Setting, Growth, Teams, Empowerment, Entrepreneurship, Tenacity, Spiritual, Financial Freedom, Sales, Marketing, Lifestyle, Collaboration, Communication, Empathy, Impact, Resilience, Mindset, Confidence, Passion, Authenticity, Accountability, Purpose, Visualisation, Values, Storytelling, Influence, Fear, Anxiety, Body Language, Disruption, Self-Talk, Motivation, Management, Empowerment, Psychology, Adventure, Yoga, Leisure, Wealth, Clarify, Planning, Strategy, Increased Energy, Parenting, Relationships, Positivity, Gratitude, Life Coaching, Self-Awareness, Intuition & more...





### "One of the most innovative, authentic, and high spec production events I have had the pleasure of doing."

Tony Robbins, World's #1 Life & Business Strategist



### Founder & MD, Paragon Executive Intelligence

"Since attending the Summit our company has gone on to growing our business by 100% in turnover and opening up offices in New York, London and Hong Kong. The event brought us closer as a team and helped us grow as people."



"Pendulum compared very favourably with the best conferences I have attended in the US. The line-up of high calibre thought leaders and business leaders was outstanding. The audience participation gave visibility and voice to other high profile experts."

Former Vice President, Global Learning & Talent Management, Hertz Corporation



"I've had the privilege of presenting at conferences all round the world and I can honestly say that the professionalism, production, attention to detail and the understanding of speakers' needs that comes with appearing at a Pendulum event is truly a world-class experience."

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Jack Black, UK's Leading Personal Development Expert

# "The Pendulum Summit team have a genuine urgency to make the world a better place. It makes me very proud to be part of such a movement."

Dr. Deepak Chopra, World's Leading Authority In Human Empowerment

L - Look and listen E - Emotional Bonding A - Awareness D - Dear to Dream a new reality and do it E - Empowerment R - Responsibility



# **CONTACT US FOR MORE INFORMATION**

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