



Humanizing Growth Series

Amplification

Impact



February 11th

IRG

Humanizing Growth Series

Guest: Halla Tómasdóttir – The B Team

Join the movement, help us amplify the Humanizing Growth Series

Companies today are seeking out a new kind of growth: the human kind. Growth that addresses the needs of colleagues, customers, communities and capital markets. We call this Humanized Growth.

To help marketers and other growth leaders drive more humanized growth we introduced the Humanizing Growth Series. These are live webinars in which we engage in a deep conversation on humanized growth with world-class business leaders.

The insights and inspiration from these conversations are only of value when we reach as many marketers and growth leaders as possible. With this document we hope to facilitate you in amplifying our reach and impact by joining our movement.

Thanks in advance!

Team IRG





Key Info



Date & Time

February 11

9AM ET

Zoom



Registration

Link

[https://instituteforrealgro
wth.com/upcoming-webi
nar.html](https://instituteforrealgrowth.com/upcoming-webinar.html)



Names @

LinkedIn

[Institute for Real Growth](#)

[Frank van den Driest](#)

[Marc de Swaan Arons](#)



Hashtags

#IRG

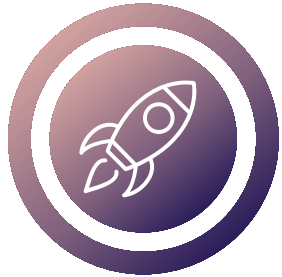
#humanizedgrowth

#CMO

#growth

Typical Journey

We start one month prior to the webinar with communicating and end one week after the session. The IRG works closely together with the comms team of the guest, to define the path to success, considering your channels, followers and company ambitions. That is why we always invite you for a short kick off meeting to exchange thoughts on how to create maximum impact.



One month before

Kick off meeting marketing/comms team and IRG. Announcing the Humanizing Growth Series and introducing the IRG and its purpose.

2 weeks before

Amplification: remind audience and sharing more specific topics of the webinar

During the live

session

Quoting from the conversation.
Share experiences.

Post webinar

Celebrating a great conversation, sharing learnings, reminding people to (re)watch the webinar on Spotify or through the IRG website.

Key visual

Halla Tómasdóttir

We will be using this visual in announcing and amplifying the session. Please use it if you like. Also, please feel free to modify. Let us know what else you need.



The key visual is a promotional graphic for a session featuring Halla Tómasdóttir. It is divided into two main sections. The left section has a white background and features a portrait of Halla Tómasdóttir, a woman with short blonde hair, smiling. Below her portrait, her name "Halla Tómasdóttir" is written in a bold, dark blue font, followed by "CEO" in a smaller, dark blue font. At the bottom of this section, the text "THE B TEAM" is displayed in a bold, dark blue font, followed by a right-pointing arrow. The right section has a dark blue background with a gradient that transitions to a lighter blue at the bottom. It features the Institute for Real Growth logo in the top right corner, which consists of a stylized white 'I' and 'G' followed by the text "Institute for Real Growth". Below the logo, the date "Friday 11 January" is written in a large, white font. Underneath the date, the times "9 AM EDT | 2PM GMT | 9PM CST" are listed in a smaller, white font. Below the times, the text "Hosted by IRG founder Marc de Swaan Arons" is written in a smaller, white font. At the bottom of this section, the text "Humanizing Growth Series" is written in a white font, followed by a white play button icon.

Institute for Real Growth

Friday
11 January

9 AM EDT | 2PM GMT | 9PM CST

Hosted by IRG founder
Marc de Swaan Arons

Halla Tómasdóttir
CEO

THE B TEAM ►

Humanizing Growth Series ►

Key topics Halla Tómasdóttir

We expect these to be the three main points of the conversation. This might help you in creating copy for reaching out to potential viewers

01

Humanizing growth

It's time we catalyze a new leadership model that places humanity at the heart of business purpose. Join us to discuss humanizing growth.

02

Confronting business as usual

The B-Team works to confront business as usual. Join the Humanizing Growth Series to learn what we consider brave leadership for a better world.

03

The new leadership playbook

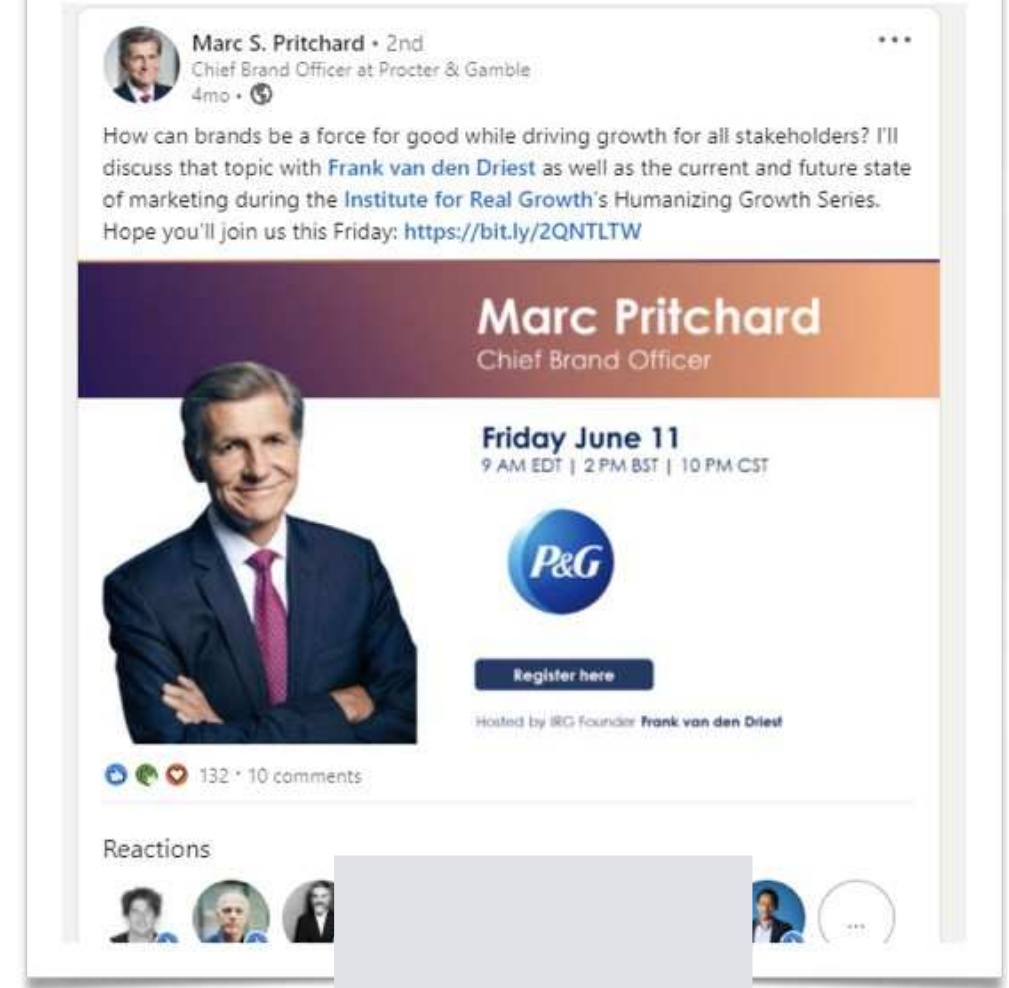
The model of leadership and the role of business needs to change. For this transformation to happen at the scale and speed needed, the B-Team introduced the New Leadership Playbook. At the humanizing growth series we will discuss how we inspire leaders to drive change.

Best cases

P&G's CMO Marc Pritchard and his comms team managed to draw more than 10k people to watch the session live. They posted the HGS event not just on their internal comms channels but also on their alumni network reaching people beyond the P&G offices. This resulted in many new followers and fans for the IRG.

Key learning

Use both the personal as well as the corporate account.



10571

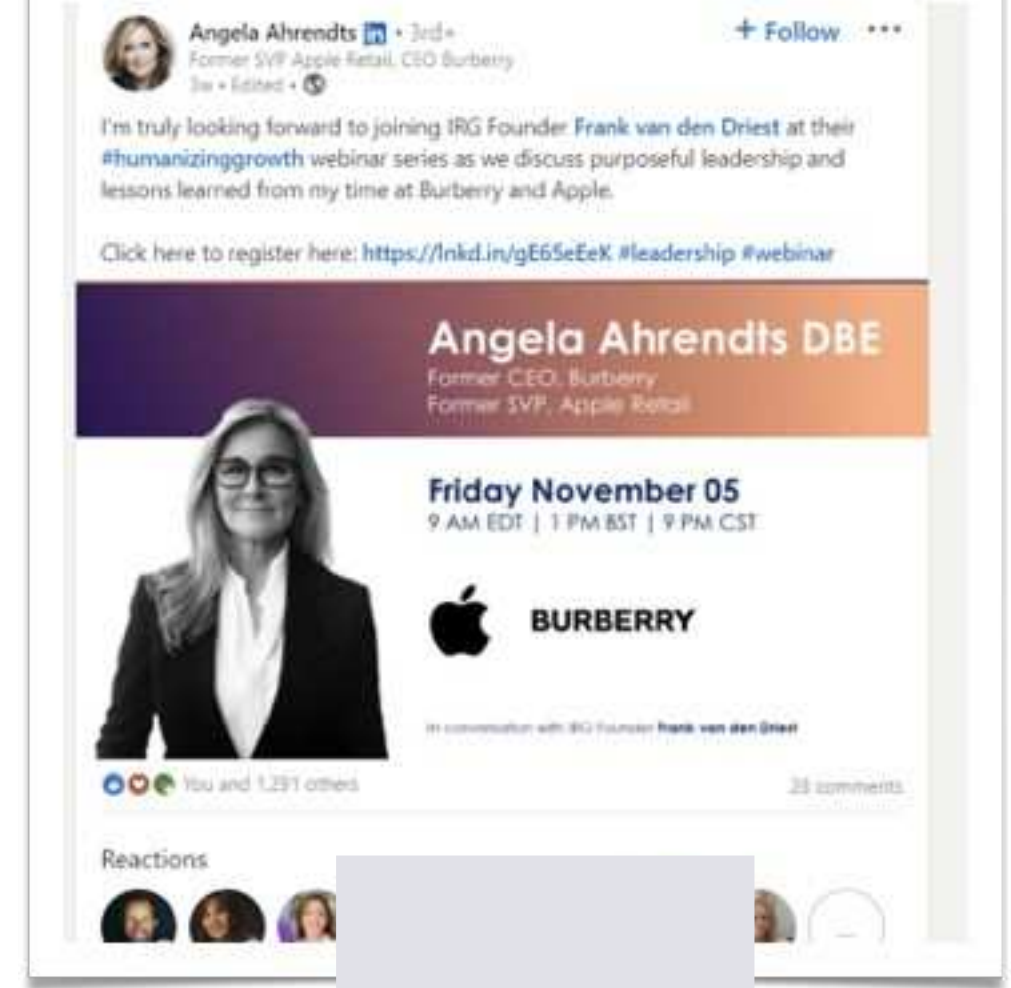
Live viewers

Best cases

Angela Ahrendts' team posted the webinar to her 820k followers on LinkedIn, both pre and post webinar. This resulted not only in the HGS' highest impression rate all times, it also drew many new visitor to our website.

Key learning

Not everyone can join the live session. A post-webinar post can reach those who missed the live session, and offer them the opportunity to still enjoy the interview.



50k

Impressions on post
webinar post

Best cases

The comms teams of PepsiCo and their CEO Ramon Laguarta's managed to pull in 412 people from the own organization to our live webinar. Resulting in engaged and proud PepsiCo employees and an uplift in our audience.

Key learning

The biggest fans are usually people that have a relation with our guest. Think of colleagues, clients, partners, etc. Reaching them is key to amplify the event.



412

participants from
PepsiCo's own
organization

Thank you!

Thanks for driving humanized growth together with us! If you have any questions? Or if you would like to exchange thoughts on how to maximize our reach, please contact us.



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Community Director



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Join our bi-weekly webinars to learn what it takes to drive humanized growth



Humanizing
Growth Series