

# BUILDING GLOBAL FLUENCY IN THE UPSTATE



WORLD  
AFFAIRS  
COUNCIL  
UPSTATE

A PROGRAM  
OF UPSTATE  
INTERNATIONAL



GLOBAL FLUENCY WORKSHOP: 10 AM - 2 PM

LIMITED TO 25 PARTICIPANTS

UPSTATE REGIONAL FORUM: 2:30 - 4:30 PM

NETWORKING RECEPTION TO FOLLOW

## What is Global Fluency?

Global Fluency is the ability to understand and collaborate across the complexities of language and culture.

## Why is Global Fluency Important in the Upstate?

With nearly 600 companies representing 36 countries, the Upstate has long been recognized as a national leader in attracting and retaining international companies. This thriving global market is critical to the economic success and overall quality of life for the Upstate region.

Global Fluency allows a metropolitan area to maximize the benefits of globalization and minimize the negative consequences. The more global fluent the Upstate is collectively, the smoother the trajectory into the globalized economy to ensure success and sustainability. Maintaining a culture that is supportive of residents from all cultures is essential to the continued success of the Upstate.

## Keynote Presenter: Brad Gosche, Senior Director, Global Fluency Institute

Brad Gosche, Senior Director at the Global Fluency Institute in Columbus, Ohio, will lead a special training session on Global Fluency for a limited class of 25 participants. The 4-hour workshop is a premier training resource for professionals of all trades and backgrounds. Global Fluency Training develops cross-cultural competence and provides tools for effectively and successfully working across cultures. In addition to holding the Global Fluency Training, Gosche will also serve as the keynote speaker for the Upstate Regional Forum.

## Global Fluency Workshop - Registration: \$150

Limited to only 25 participants, the workshop includes 4-hour training, lunch and admission to the Upstate Regional Forum and Networking Reception.

## Upstate Regional Forum - \$10 per person

The regional forum will look at the Global Economy in the Upstate and how the region is developing a culture that embraces Global Fluency. Brad Gosche will serve as keynote speaker and also be joined for a panel discussion by Upstate leaders who are among those building Global Fluency in the region.

**Global Fluency Forum Premier Sponsor - \$5,000 (one available)**

- Prominent placement on all event signage
- Logo on electronic invitations (qty: 10,000)
- Logo in event program
- Logo included in visual presentation
- Forum welcome (1-2 minutes)
- Booth/display table at Workshop and Forum
- Branded giveaway item to all attendees
- Hyperlinked logo on TATT and registration websites
- Special offer or marketing message to attendees post-event
- Complimentary admission to the Upstate Regional Forum for up to 10 guests
- Complimentary Global Fluency Workshop registration for two individuals

**Global Fluency Workshop Sponsor - \$3,000 (one available)**

- Prominent placement on all event signage.
- Logo on electronic invitations (qty: 10,000)
- Logo included in Workshop materials
- Logo included in visual presentation
- Workshop welcome (1-2 minutes)
- Booth/display table at Workshop and Forum
- Branded giveaway item to Workshop participants (25 ppl)
- Hyperlinked logo on Upstate International and registration websites
- Special offer or marketing message to participants post-event
- Complimentary admission to the Upstate Regional Forum for up to 5 guests
- Complimentary Global Fluency Workshop registration for two individuals

**Global Fluency Forum Sponsor - \$1,000 (multiple available)**

- Name listed on event signage
- Logo on electronic invitations (qty: 10,000)
- Name listed in event program
- Logo included in visual presentation
- Hyperlinked logo on TATT website
- Complimentary admission to the Upstate Regional Forum for up to 3 guests
- Discounted registration for the Global Fluency Workshop (\$50 off)