

Nex Day | March 12, 2026

**Nex Day
Partnerships 2026**

Shaping the Future of Leadership

www.nex.day

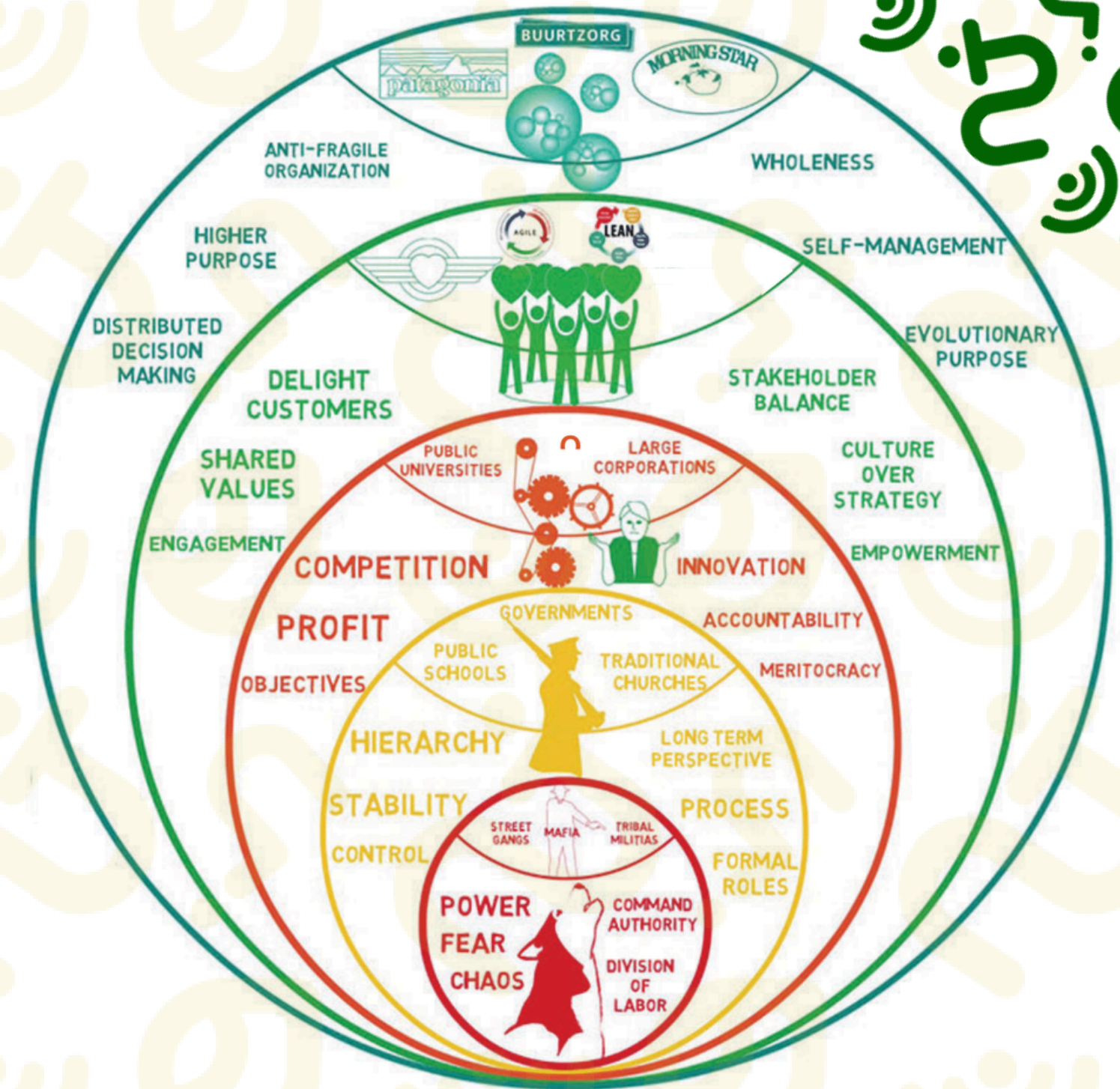
nex day

01 | Why Change Leadership Now?

We interviewed 50 CxOs and senior executives and pinpointed challenges leaders face:

- Slow decision-making reduces growth
- Lack of ownership kills productivity
- Values not visible in behavior diminish trust and engagement
- Strategies lost in translation lead to wasted resources
- Leadership load exhausts & burns leaders out

Executives across the Baltics & Nordics are actively searching for leadership systems that actually work, not inspiration or slogans. Nex Day is the event for redesigning leadership at scale.



02 | Who Will Be There?

Audience:

- ~800 senior decision-makers
- CxOs, founders, board members, HR leaders
- From tech, finance, telecom, retail, manufacturing, and the public sector
- From Estonia, Latvia, Lithuania & Finland

Reach Beyond the Room:

- ~3200 Future of Leadership webinar series participants
- 2,800+ newsletter community members
- ~30,000 impressions via digital marketing campaigns



– the largest international leadership conference in the Baltics.



03 | What Makes **Nex Day** Unique?

Not Another Conference. A Leadership System Redesign Lab.

- For the first time, leaders from **BMW, Bosch, LEGO, Haier/GE, ROCHE**, and others share their execution playbooks in Estonia.
- Participants leave with tools and their own **90-day playbook**, not just inspiration.
- **Frameworks that cut bottlenecks and speed decisions** — tested in companies of 50,000+, adapted to teams of 50–500.
- **~800 CxOs** from across the Baltics & Nordics tackling the same challenges.
- **C-level focus & regional relevance**

**1 Day → 5 Leadership Pillars → 9 Core Tools → 90-Day Playbook →
Faster Decisions, Fewer Meetings, Clearer Focus, Real Ownership, Capacity to Grow.**

Speakers from:



5 Leadership Pillars:

**Decision clarity
Ownership
Culture
Strategic Alignment
Leadership Load**

04 | Partnership Opportunities with **nex day**

What We're Looking For

Transformational Partners → Organizations committed to building next-generation leadership.

Long-Term Allies → Not just event sponsors, but collaborators who co-design solutions with us.

Shared Values → Trust, accountability, resilience, and innovation in leadership.

Value For the Partner

- Thought leadership and positioning as a **pioneer of modern leadership**
- Direct access to **~800 senior executives** in the Baltics & Finland at the event & **~20-30k via campaigns**
- **Employer branding enhancement** to attract talent
- **5-12x ROI** through warm leads, long-tail brand equity, reusable content, and 6 months of visibility

Value For Nex Day

- **Credibility** through respected enterprise partners
- **Reach & broader access** into industries and executive networks
- **Amplification & financial sustainability** to scale the leadership movement



Logos don't build trust — influence does.
Nex Day partnerships position you as a trusted voice in front of the region's most senior leaders — with impact you can measure.

05 | Four Collaboration Pillars

Engage

Decision-Makers

direct access & relationships

- **Booth or lounge presence**
- **Private activations** (VIP dinner, workshops)
- **GDPR-compliant lead access** (newsletters, event app, post-event offers)
- **VIP experience tickets for executives & clients**
- **In-event interactions, facilitated introductions, gamified engagement**

Value to partner: Pipeline growth through direct executive connections.

Shape

the Conversation

thought leadership & authority

- **Stage presence** (keynotes, panels, video intros)
- **Pre/post-event content** (webinars, case stories, articles)
- **Exclusive industry positioning**
- **Branded tools/playbooks shared with attendees**
- **Inclusion in follow-up impact decks**

Value to partner: Positioning as a trusted voice and authority in leadership.

Amplify

Your Brand

visibility & exposure

- **Event branding** (stage, signage, app, print)
- **Digital presence** (newsletters, social media, app microsite & notifications)
- **Media and aftermovie exposure**
- **Social media campaigns and tagged mentions**
- **Recognition in post-event comms and video assets**

Value to partner: High visibility across channels, before, during & after the event.

Own

the Movement

long-term ecosystem positioning

- **Co-branded media** (webinars, radio, news portals)
- **Thought leadership series with reusable content**
- **Recognition as a Baltic-Nordic leadership supporter**
- **Joint promotion via networks and associations**
- **Inclusion in post-event reports**

Value to partner: Long-term association with leadership transformation movement.

06 | How Partnerships Work

Our Promise:

1. Co-design partnership model with you
2. Align opportunities with your goals
3. Focus on measurable impact and ROI

Let's design your partnership:

Step 1: 30–45 min discovery call → map your goals

Step 2: We propose tailored collaboration paths

Step 3: You decide the scope that makes sense

Step 4: Signing the partnership agreement with Nex Day

Step 5: Co-planning and executing the partnership activities.

We limit collaboration slots so every partner stands out and so we can execute meaningful, high-impact activations together — not just add logos to a screen.

07 | Who We Are?



Gerda Noormägi

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- Former CEO, **European Innovation Academy**
- Head of Leadership Quality, **Estonian Police & Border Guard Board**
- Former Customer Experience Manager, **Inchcape Motors**
- **MA**, Adult Education, TLU



Eero Sikka

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- Founder & Business Performance Expert and Executive Coach, **award-winning leadership consultancy**
- Former Head of B2B Product Management, **Telia**
- **MBA**, EBS



Marianne Sepp

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- CEO, **Zero Waste Estonia**
- Former Head of Trainings & Conference Program Manager, **Äripäev**
- Former Development Manager, **PARE**
- 15+ years in **event & community leadership**
- **MA**, University of Tartu



Piret Vahter

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- CMO & Board Member, **Net Group**
- Former B2B Marketing Manager, **Telia**
- Expert in **event marketing & brand strategy**
- **MBA**, EBS