

Across the world, leadership is being rewritten.

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

- Slow decision-making reduces growth
- Lack of ownership is killing productivity
- Values are not visible in behavior, diminishing trust and engagement
- Strategies lost in translation, leading to wasted resources
- Leadership load is exhausting & burns leaders out

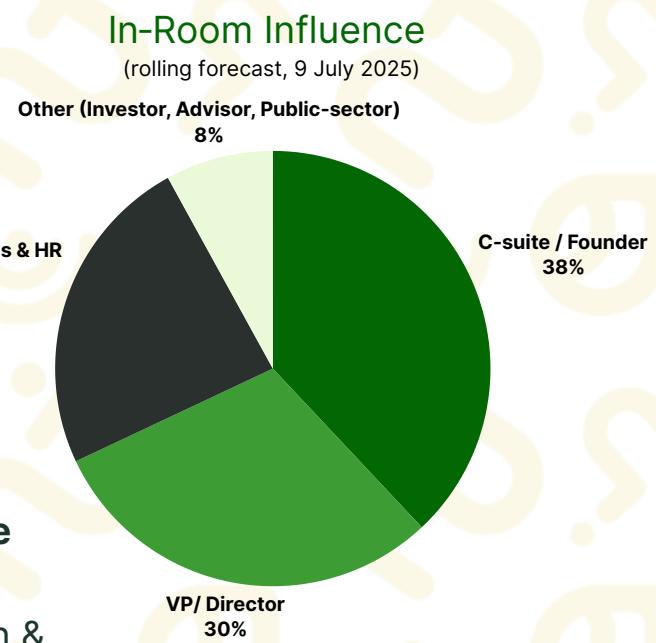
But there are **better ways of leading**. Leaders from **BMW, Bosch, LEGO, Haier/GE, ROCHE**, and others have proved it. And on March 12, 2026, they'll show how they achieved **faster decisions, fewer meetings, stronger ownership, and better business results at every level**.

One-day leadership lab uniting **800 executives, founders, and policymakers** across **Estonia, Latvia, Lithuania, and Finland** to redefine leadership in the Baltic–Nordic Region.

## 02 | Audience & Reach

### Decision-Maker Pool

- **Regional TAM:** ≈ 77,000 senior leaders across the Baltics & Finland (source: Nex Day Market Analysis, 2025).
- **Seat-to-TAM Ratio:** Reaching ≈ 1 % of the entire leader pool in a single day.
- **Media Reach:** 20k-30k via Meta, LinkedIn & Youtube, post-event toolkit downloads, webinar/podcast series, etc.



## 03 | Testimonials from **Nex Day** participants



**Ats Albre**

CEO, Nortal Estonia

"For leaders who are tired of the usual Adam Grant, Simon Sinek-style popular wisdom and are ready for something new, real, and infused with radical accountability."

**Signe Suur**

CEO, TV3 Group Estonia



"A mind-opening, refreshingly different conference — finally something new in Estonia for leaders who want to stay ahead of the curve."



**Kristjan Kukk**

Board Member, Telia

"This event is for leaders who are done with surface fixes and ready to redesign leadership itself."

Confirmed participants from:

 **Verston**



SISEMINISTERIUM

 **creditstar**



**BONAVA**

 **CHEMI-PHARM®**

 **Nortal**

 **G4S**

 **3 group**

 **ITL25**

 **TalTech**

 **weekend.ee**

 **KAUPMEES**

**nex day**

# 04 | Nex Day Speakers



**BOSCH**



**Jochen Goeser**

BOSCH Former  
Transformation Lead |  
Bold2Move Co-Founder



**Bjørn Johnsen**

THE LEGO Group Senior  
Innovation Manager | Cultural  
Transformation Strategist



**Lisa Gill**

Thinkers50 Radar | Tuff  
Leadership Training Coach &  
Trainer | Leadermorphosis  
Podcast Host



**Kim Aiyeju**

BMW Group Transformation  
Manager | Corporate Rebels  
Community Lead



**Dunia Reverter**

INDAERO CEO | Co-Founder  
@ JobsWithNoBoss | Krisos  
Transformation Leader



**Antonio Boadas**

HAIER & GE APPLIANCES | VP  
Communications

**Haier**



**Karin Tenelius**

Tuff Leadership Training Co-  
Founder | Executive Coach |  
Author | Speaker



**Klaas Ariaans**

ABN AMRO | Pioneer of Self-  
Organization & Cultural  
Transformation



**Erik Korsvik Østergaard**

ROCHE RNAHub support & guide |  
Author of "Teal Dots in an Orange  
World" | Futurist, and leadership  
advisor

**+8 more**

<https://nex.day/speakers/>

**nex day**

# 05 | Why Partner with Nex Day

**Because it's not about sponsorship — it's about influence.**

**Nex Day partners shape how the Baltic-Nordic region leads, gaining visibility, credibility, and measurable business outcomes.**

## The Foundation Partnership

3,000€

**Every partnership includes a foundation of visibility, access, and proof of value.**

Benefit	Partner Value
Logo presence across event visuals, website, app, and aftermovie	Guaranteed visibility to all attendees and online audience.
2 VIP passes + access to leadership networking zones	Relationship-building and executive participation.
Digital exposure via newsletters and partner posts	Visibility to 20,000–30,000 professionals pre- and post-event.
Stage acknowledgment + aftermovie credit	Reinforced brand prestige and alignment with leadership change.
Listing in Partner Directory & ecosystem events	Ongoing visibility beyond the conference.
Post-event engagement report	Transparent results on reach, engagement, and lead metrics.

## 06 | Modular Activations

Add flexible elements to tailor your impact.

### Connect & Collaborate

- **Facilitate a VIP dinner/breakfast** of C-suite executives with branding & guest rights – €5,000
- **Branded networking lounge** – €4,000
- **GDPR-compliant leads** via Nex Day contact base, newsletters, etc. – €1,000

### Shape the Conversation

- **Speaking slot** (panel) + media recording & clips – €2,000
- **Co-created leadership workshop**; share facilitation for executives (post-event or digital) – €5,000
- **Co-branded webinar/podcast** + media assets & shared distribution rights – €2,000

### Elevate Your Brand

- **Extended presence in stage visuals** & transition slides, 20-sec motion intro, and aftermovie clip + 20-sec motion intro – €3,000
- **Expo Booth presence** (6 m<sup>2</sup>) for direct attendee interaction, lead collection, and brand experience – €2,000

### Ignite Leadership Change

- **Fund participation for 10 emerging leaders**; Impact Partner recognition across all media – €5,000
- **Co-create an applied leadership workshop** or digital lab for executives – €5,000
- **Curated invite-only executive roundtable** (10–15 leaders), themed around one leadership pillar – €4,000
- **Co-branded digital toolkit** distilling key Nex Day insights – €1,000

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## 07 | Potential ROI

~800 contacts → 2% meetings → 15% business opportunities × €50K avg. deal = €100K

## 08 | Partnership Timeline

Oct 2025	<b>Discovery Meeting &amp; Partnership Proposal</b>	<ul style="list-style-type: none"><li>Aligning your organization's goals and budget with the partnership activities.</li></ul>
Nov 2025	<b>Agreement &amp; Onboarding (within 1 week of confirmation)</b>	<ul style="list-style-type: none"><li>Partnership confirmed and announced publicly, branding integrated across Nex Day channels within 5 days.</li><li>Partnership activities plan confirmed.</li></ul>
Dec 2025	<b>Co-Creation &amp; Preparation</b>	<ul style="list-style-type: none"><li>Joint marketing and thought-leadership activities, e.g., panels, webinars, or branded campaigns.</li></ul>
Jan 2026	<b>Engagement &amp; Thought Leadership</b>	<ul style="list-style-type: none"><li>Pre-event visibility, e.g., articles, webinars, or podcast co-features.</li></ul>
Feb 2026	<b>Coordination for on-site logistics</b>	<ul style="list-style-type: none"><li>Coordination for on-site logistics (booth design, guest passes, materials, etc.)</li></ul>
Mar 2026	<b>On-Site Experience</b>	<ul style="list-style-type: none"><li>Live brand presence: stage, booth, or networking activations.</li></ul>
Apr 2026	<b>Impact &amp; Legacy</b>	<ul style="list-style-type: none"><li>Post-event Impact Report</li><li>Continued visibility in Nex Day post-event communication</li></ul>

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.