

Redefining Leadership

Nex Day |

March 12, 2026
T1 Venue, Tallinn

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**

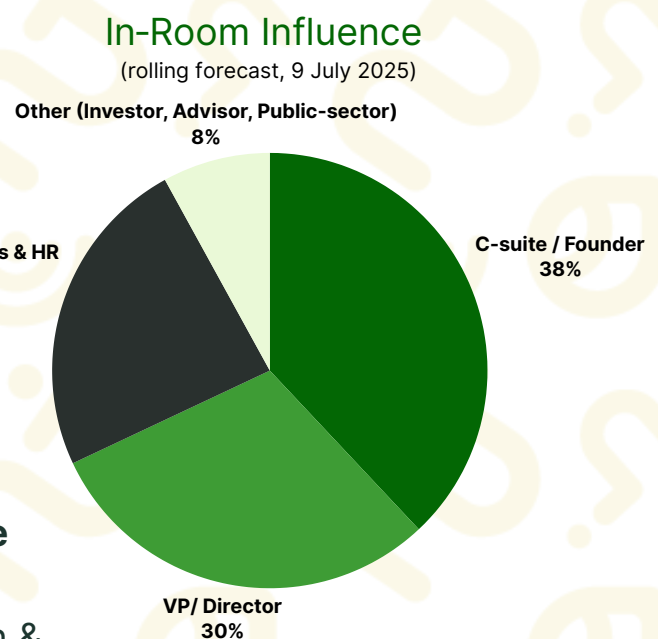
But there are better ways of leading. Leaders from **BMW, Bosch, LEGO, Haier/GE, ROCHE**, and others have proved it. And on March 12, 2026, they'll show how they achieved **faster decisions, fewer meetings, stronger ownership, and better business results at every level.**

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:** \approx 77,000 senior leaders across the Baltics & Finland (source: Nex Day Market Analysis, 2025).
- **Seat-to-TAM Ratio:** Reaching \approx 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.



www.nex.day

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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

 creditstar

 CHEMI-PHARM®



SISEMINISTEERIUM



BONAVA



Nortal



group

ITL²⁵

weekend.ee

TAL
TECH



KAUPMEES

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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



INDAERO

Dunia Reverter

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



Haier

Antonio Boadas

HAIER & GE APPLIANCES | VP
Communications



Karin Tenelius

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



ABN·AMRO

Klaas Ariaans

ABN AMRO | Pioneer of Self-
Organization & Cultural
Transformation



Roche

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/>

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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 m²) 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

07 | Potential ROI

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

08 | Partnership Timeline

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

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.