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Banff, Canada

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OCTOBER 23-25, 2024



# THE GATHERING

BANFF — 51.1784° N, 115.5708° W

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11th Anniversary Edition

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[www.cultgathering.com](http://www.cultgathering.com)

# About The Gathering

**ENGAGE. EXCITE. INSPIRE.**

The Gathering is a top-rated business Summit held in the world-class destination of **Banff, Alberta Canada.**

The Gathering is not your average Summit. Business leaders from across all industries take the stage to share secret knowledge on branding, marketing, building culture and connecting with customers in ways that don't just get them to buy, but to buy-in.

**3**

DAYS

**1500**

ATTENDEES

**50+**

ICONIC  
BRANDS

**55+**

THOUGHT  
LEADERS

**80+**

SESSIONS, WORKSHOPS  
& INNER SANCTUMS



**THE GATHERING**

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# Global Reach for Attendees

## Top Canadian Cities in Attendance

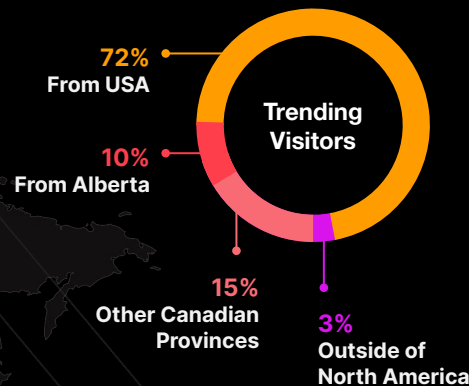
- Toronto
- Calgary
- Vancouver
- Montreal

## Top US States in Attendance

- Texas
- California
- New York
- Chicago

## Top International Countries in Attendance

- China
- Brazil
- UK
- Australia
- Sweden
- India



Curated Community

# Influential Decision Makers

Each year, The Gathering unites a powerful group of business leaders in inspiring conversations about culture, leadership and technology as we induct new members into the high-profile network of the Brand Hall of Fame.

We provide opportunities for **select partners** to create strong engagement with attendees, honorees and alumni both during the event and through the year.



Year 11

Over 10,000 attendees since inception

1,500 business leaders

“

"This was an incredible experience to bring my team as an offsite. We left feeling energized, inspired and ready to implement all of the learnings from stage."

John  
CEO

“

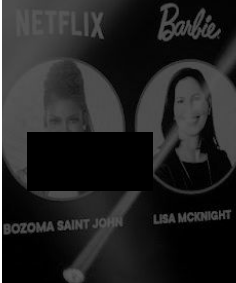
"I was expecting to learn from the best in the business and I took away more than I had even hoped for. The caliber of the speakers was unparalleled."

Sarah Mueller  
SVP Marketing A&W

“

"The connections! I honestly can't think of a conference where you get to meet, mingle and befriend this high caliber of people."

Mark R.  
Agency Owner



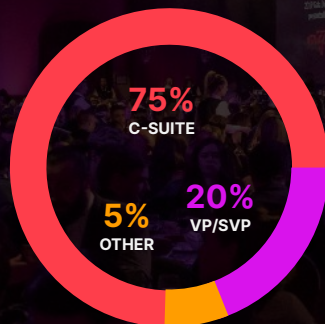


# Influential Attendees

The Banff World Leadership Conference captures an elite audience of leaders, innovators, and philanthropists with a median annual salary range of \$349,000 to \$556,000 for C-suite executives. This affluent and influential group not only brings substantial direct economic benefits to the host region through spending but also inspires and informs employees, business and innovation.

## POSITIONS

- Owner/Founder
- President/CEO/CMO
- SVP/EVP/VP/AVP
- Director/Sr. Director
- General Management
- Sales & Business Development



## DESIGNATIONS

- Marketing
- Brand
- Strategy
- Digital
- Management
- Innovation
- Culture
- DEI
- Creative
- Sales
- Media

## ATTENDEES

- Brand Leaders
- Agencies
- Entrepreneurs
- Small, Medium and Large Size Business Owners



IBM



AIR CANADA



Spotify

dyson

# Strong Partnerships

## WHAT MAKES A GOOD PARTNER?

We have learned that the key to successful partnerships is values alignment. Most of our partners have been a part of our community for multiple years. A sign of the lasting value that we endeavour to build with each one of them.

Our team collaborates with each of our partners to creatively express their brand through one of our values. Helping them connect with our audience in an authentic, impactful and memorable way.

UNREASONABLE  
HOSPITALITY

ELEVATED  
EXPERIENCES

FACILITATE  
GENEROSITY

ERADICATE  
LONELINESS



Speakers &  
VIP Hosting



Media &  
Production



Enhanced  
Activations



Content  
Curation



Volunteer  
Enablement



Mixers  
& Parties

THE EXPERIENCE





## The Gathering Venues

# Three Stages

Our main stages come alive with thought-provoking and compelling content delivered by the courageous brand leaders of the world's most iconic brands. These seminars showcase the pinnacle of brand excellence as speakers, alumni and honorees deliver the secrets to their success.

- ➔ 250-1,200 seat-capacity
- ➔ Fairmont Banff Springs Conference Center
- ➔ Fully immersive media production
- ➔ Available to all passholders



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## The Gathering Venues

# Inner Sanctums

These intimate sessions provide attendees with the opportunity to personally learn from the trailblazers in a no topic, no presentation, ask-me-anything format. Inner Sanctums are the most highly sought-after sessions for partner and attendee participation.

- 30-40-capacity
- 3rd Floor (David O'Brian and Rob Ritchie Room)
- Inner Sanctums are not recorded for online audience
- Session Only & Day Pass Holders do not have access



# The Gathering Events

## Night Gatherings

A Night Gathering provides the opportunity to unite guests for an evening experience such as a private dinner, adventure or activity. Night Gathering examples include Networking Dinners, Bowling & Dinner, Mountain Tours. The dinners are registered events allowing for audience curation via content merchandising. Partner venues include:

- Lupo Italiano
- High Rollers Bowling
- Three Bears Brewery
- Bluebird
- The Maple Leaf
- Banff Rose & Crown



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## The Gathering Events

## The Fun Stuff

The Gathering hosts multiple parties and celebrations throughout the three-day event.

### WEDNESDAY, OCTOBER 23

#### OPENING RECEPTION

- Rundle Lounge
- Approx. 400 guests

### THURSDAY, OCTOBER 24

VIP DINNER - Sky Bistro, Gondola

MORNING WELLNESS WALK + RANGE ROVER MOUNTAIN TOURS

NIGHT GATHERINGS - Downtown Banff

### FRIDAY, OCTOBER 25

#### PINNACLE AWARDS & DINNER

- Approx. 570 guests
- 6:30PM - 7:30PM // Cocktail Hour
- 7:30PM - 10:30PM // Tony Hsieh Awards Gala
- 10:30PM - 2:00AM // After-Parties
  - Rundle Lounge - General Group
  - Location TBD







# The Gathering Venues

## Foyers & Activations

There are many activations and lounges throughout The Conference Center:

### GROUND LEVEL

- Bowling Alley
- PlusCo Lounge in Theatre Foyer

### MAIN FLOOR

- Rosso Coffee Lounge
- Cult Lounge
- Podcast Booth
- VIP Lounge
- Local Landry Merch Booth
- 2024 Ticket Sales /Registration / Customer Service
- Speaker Ready Room (Inside WestJet Main Stage)

### THIRD FLOOR

- Inner Sanctums
- Production Crew Room



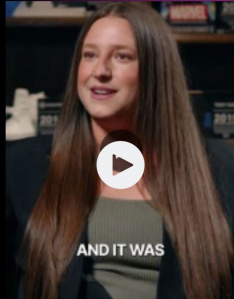
# Don't just take our word for it.

## TEAM BUILDING, MOTIVATION & QUALITY COMMUNITY

Click play below to hear how The Gathering has impacted our past attendees.

### Testimonial Team Building

SKY ANDERSON, BCMM  
MARKETING & BUSINESS  
DEVELOPMENT, WJ AGENCY



### Testimonial Community

JEFF BAREFOOT, MBA &  
VISIONARY LEADER



# BUY PASSES

## A special offer for you.

Decision maker fast-action bonus. If you know you're in for The Gathering Summit 2024 enjoy \$100 off with this fast-action bonus using code 2024TGS100 at [cultgathering.com/buy-passes](https://cultgathering.com/buy-passes)

✉ For groups of 6 or more email [reilly@cultgathering.com](mailto:reilly@cultgathering.com) to create your custom group experience and savings.

## Groups & Partnerships

# Let's Connect

Get in touch with our team to explore group packages, partnerships or activating your brand at our event.

### Sales & Partnerships

✉ [gatekeeper@cultgathering.com](mailto:gatekeeper@cultgathering.com)

🌐 [www.cultgathering.com](http://www.cultgathering.com)

VISIT OUR WEBSITE

### The Team



**Mandy Balak**  
President



**Owen Reader**  
Partnerships



**Reilly Gill**  
Group Sales



**Jeremy Regato**  
Group Sales



**Nyki Kobza**  
Production



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SEE YOU IN BANFF

[cultgathering.com](http://cultgathering.com)

A large, stylized, dark gray graphic of an eye is positioned in the bottom right corner of the image. The eye is composed of geometric shapes, including a series of parallel lines forming the eyelid and a circular shape for the iris and pupil.