For organizational leaders who want to create and cultivate

high-performing, inclusive, innovative cultures.

2024-25 Corporate Engagement Opportunities
The Berkeley Center for Workplace Culture and Innovation brings together corporate and academic leaders who understand the importance of a positive organizational culture. Informed by rigorous, evidence-based research, we identify the most pressing challenges and promising opportunities related to influencing culture. We clearly demonstrate the transformative power inherent in harnessing culture as an effective strategic tool, as well as the high cost of neglecting it. We accomplish our work through a portfolio of meaningful activities delivered year-round.

Jenny Chatman
Founder and Faculty Director

Sameer Srivastava
Founder and Faculty Director

WE KNOW CULTURE.
**MAXIMIZE PERFORMANCE**
Learn how to design a culture that will help your company attract and retain talent and increase engagement and productivity

**NETWORKING**
Meet and strengthen relationships with leaders influencing culture

**GUIDANCE FOR YOUR ORGANIZATION**
Have your questions answered by experts in the field

**VISIBILITY**
Brand yourself as an organization that cares about culture

**STAY INFORMED**
Be in the know about the latest research curated by top experts

**WHY JOIN US?**
HOW TO GET INVOLVED?

01 Buy a ticket to the Culture Connect Conference
The easiest way to engage with us! Our annual conference takes place in January. Attending our conference is an excellent way to immerse yourself in the latest academic research and industry trends related to workplace culture. See more information on page 6.

02 Join the Berkeley Culture Collective
This unique opportunity allows your organization to send two representatives to attend two specially designed learning & networking dinners each year. These events are curated to foster deep conversations, share learnings and insights based on the latest research and industry practices, and build meaningful relationships among professionals passionate about shaping the future of workplace culture. See more information on page 8.

03 Sponsor the Culture Connect Conference
Your organization can demonstrate its commitment to fostering and developing positive workplace cultures in a meaningful way. As a sponsor, you’ll enjoy enhanced visibility and brand recognition among a distinguished audience of professionals, as well as a suite of benefits (see more information on page 11). This is an excellent way to position your company as a key player in shaping the future of work.
Ways to Get Involved: Option 1

Attend the Culture Connect Conference
WHAT IS IT?

The Culture Connect Conference is an annual event hosted by the Berkeley Center for Workplace Culture and Innovation at the Haas School of Business. It brings together industry leaders and academic experts to explore and discuss the latest themes and insights on organizational culture.

WHAT TOPICS ARE COVERED?

The conference dives deep into pressing topics such as the future of hybrid workspaces, the transformative role of generative AI, and strategies for fostering diversity, equity, inclusion, and belonging (DEIB). Through a blend of keynote speeches, panel discussions, networking sessions, and workshops, participants engage in rich dialogues about these critical issues.

WHO ATTENDS?

The 2024 conference brought together more than 100 academics and 150 industry leaders from 70 companies across different sectors, such as healthcare, tech, and finance. Participants included HR executives, researchers, and mid-to-senior-level professionals interested in the latest insights and practices in organizational culture. View our 2024 speaker lineup.

LEARN MORE: https://haas.berkeley.edu/culture/berkeley-haas-culture-conference/
Ways to Get Involved: Option 2

Become a Member of the Berkeley Culture Collective
Annual Paid Subscription:

**BERKELEY CULTURE COLLECTIVE**

★ **EXCLUSIVE LEARNING & NETWORKING DINNERS**
Two HR/culture professionals from your organization will be invited to join us for two Learning & Networking dinners featuring 3–4 academic and industry speakers on a culture-related topic per year.

★ **CHIEF HR OFFICER ACADEMY**
Receive 10% off two seats in Berkeley Haas Executive Education’s new, pioneering CHRO Academy (forthcoming)

*Limited spots available*

★ **BERKELEY EXEC ED**
Receive 10% off for two spots in select Berkeley Haas Executive Education programs (contact us for more details)

*Limited spots available*

★ **CULTURE XCHANGE**
Access our virtual forums, which bring together an academic expert and industry leader to provide practical tools and strategies for enhancing workplace culture

★ **NEWSLETTERS**
Access our quarterly research-focused newsletters, which provide insight into the latest academic research and industry practices

**SUBSCRIPTION PRICING**

$6,000 / YEAR

**INTERESTED?**

Fill out the form below:

Interest Form

*Small companies, startups, nonprofits, and individuals — contact us at berkeleyculture@berkeley.edu for more information about available discounts!*
Become a Sponsor of the Culture Connect Conference
2025 Culture Connect Conference

SPONSORSHIP LEVELS

Cub

- 4 Conference Tickets
- Logo displayed on all conference materials
- Free conference dinner add-on for 2 guests
- + more perks! (see next page)

$10,000

Grizzly

- 8 Conference Tickets
- Logo displayed as “Lead Sponsor” on all conference materials
- Berkeley Culture Collective subscription (1 year) — $6K value
- Free conference dinner add-on for 2 guests
- Corporate Advisory Board seat
- Opportunity to recommend speakers for the Culture Connect Conference
- + more perks! (see next page)

$20,000
# 2025 Culture Connect Conference

## SPONSORSHIP BENEFITS

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<thead>
<tr>
<th>Benefit</th>
<th>Sponsorship Level</th>
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<tbody>
<tr>
<td>Tickets to the 2025 Culture Connect Conference</td>
<td>Cub: 4 tickets</td>
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<tr>
<td>Brand visibility: recognition and featured logo on all 2025 Culture Connect Conference materials</td>
<td>✓</td>
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<tr>
<td>Access to Virtual Culture XChange Forums</td>
<td>✓</td>
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<td>Research-focused newsletters</td>
<td>✓</td>
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<td>2 tickets to the 2025 Culture Connect Conference exclusive pre-conference networking dinner (limited quantity)</td>
<td>✓</td>
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<tr>
<td>1-year subscription to the <em>Berkeley Culture Collective</em> (see page 8 for details)</td>
<td>✓</td>
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<tr>
<td>Recommend leaders from your company or network to speak at the 2025 Culture Connect Conference</td>
<td>✓</td>
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<td>Participation in Corporate Advisory Board</td>
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<td>Recognition as Lead Sponsor at 2025 Culture Connect Conference and of the Research Prize Award</td>
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<td>‘Culture conversations’ with faculty directors Jennifer Chatman and Sameer Srivastava</td>
<td>✓</td>
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<tr>
<td>Featured participation in “The Culture Kit with Jenny &amp; Sameer” podcast</td>
<td>✓</td>
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Join a Community That Cares About Culture

Berkeley Center for Workplace Culture and Innovation Partners*

Academic Institutions Represented at Conferences
Interested in learning more?

Contact Us:
berkeleyculture@berkeley.edu