

**Berkeley
Haas**

**Center for
Workplace Culture
and Innovation**



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.**

WHY JOIN US?

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

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.

Learn More ↓

* Ways to Get Involved: Option 1

Attend the
Culture
Connect
Conference

2025 Culture Connect Conference

CONFERENCE PREVIEW

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!*

* Ways to Get Involved: Option 3

Become a
Sponsor of the
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

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

Join a Community That Cares About Culture

Berkeley Center for Workplace Culture and Innovation Partners*



**Past and present*

Academic Institutions Represented at Conferences





Interested in learning more?

Contact Us:
berkeleyculture@berkeley.edu