

OCTOBER 6TH-8TH 2021

# INNOVATION & IMPACT VA SUMMIT

~ Exhibitor Booths & Branded Tables ~



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# WHAT OUR SUMMIT IS ABOUT

The Innovation & Impact VA Summit is a 3-day virtual event for Virtual Assistants who want to future-proof their business, pick up new tech and business skills, and get the confidence and mindset to help them raise their rates.

The event features live and pre-recorded sessions with industry leaders discussing all kinds of business and tech skills. It is hosted on Airmeet, an immersive and interactive virtual events platform, along with a private Community Hub for engagement and interaction in the run up to the event.



## WHO ATTENDS OUR SUMMIT?

Both new and established Virtual Assistants who are focused on future-proofing their business, growing their client base and learning new skills and ideas to bring back to their clients across a variety of industries.

# ATTENDEE DEMOGRAPHICS

Our audience consists mostly of online business owners who are located in the UK and Ireland who are looking for new ideas to help them develop their business and attract higher paying clients.

We expect attendees to be primarily women and who want to learn new skills and tech to improve their business services and who are willing to invest in that goal.

# MEET THE HOST

Orla Nicholls is a techie VA & Web Developer who provides ongoing support, tools and ideas for small businesses and entrepreneurs who are looking to grow and scale their business and make their personal brands more visible online.

She is the founder of Green Tree Virtual Solutions and has over 25 years experience in Business Administration, Events and Project Management.

*Orla Nicholls*



## WHAT MAKES THE INNOVATION & IMPACT VA SUMMIT SPECIAL?

The Innovation & Impact VA Summit is not just another general business summit. It was created JUST for Virtual Assistants, whether they are just starting out or are more seasoned and ready for expansion.

It is held on an immersive, interactive platform with a focus on ACTION, not just absorbing information. All sessions will have actionable takeaways they can start implementing in their business straightaway.

# SPEAKER SPOTLIGHT

The Innovation & Impact VA Summit features 40+ influential speakers, including:



**Lindsay Taylor**

Your Excellency Director



**Claire Ferreira**

Founder of Mums in Marketing



**Aruna Rao**

Founder of Busy Women Networking



**Mel Byron**

Trainer, Comedian, Writer



**Reem Aubdool**

Virtual Marketing Director



**Nicola Peters**

Founder of Nicola Melinda Consulting



**Laura Nsang**

LinkedIn Marketing Consultant



**Sally Inkster**

Personal Brand Stylist



**Tayo Salami**

Business Transformation Specialist



**Emma Rowley**

Founder of Virtual Assistant Mentor

# SPEAKER SPOTLIGHT

The Innovation & Impact VA Summit features 40+ influential speakers, including:



**ProHal**

Chartered Certified Accountants



**Colette Bratton**

Founder of Small Business Equaliser



**Jem Imbeah**

Entrepreneur



**Nicola Twiston-Davies**

Mindset & Strategy Coach



**Sharon Murray**

The LinkedIn Revolutionary



**Jodie Newman**

Author & Founder of The Business Allotment



**Joyce Connor**

Skin, Cosmetics & Makeup Artist Expert



**Marie-Louise O'Neill**

Founder of Lovely Evolution



**Evelyn Hoggart**

Career & Business Mentor



**Emma Rowley**

Founder of Virtual Assistant Mentor

# WHY ADVERTISE AT THE SUMMIT?

- ✓ Reach hundreds of online business owners who NEED you
- ✓ The attendees are looking for new, innovative ways to attract more clients and expand their entrepreneurial skillset and services
- ✓ Your advertising budget goes towards marketing that will help bring in more online business owners to the event

# **ADVERTISING OPPORTUNITIES**

## Exhibitor Booth

### Virtual Exhibitor Booth (3 days)

- Premium Exhibitor Booth
- A branded booth where you can meet and greet multiple visitors
- Ability to upload company info, videos, links, downloads, logos, and images
- Multiple staff members can be assigned to the booth for meetings with attendees
- Visit other sessions or networking areas during the Summit
- You receive a data list of all booth visitors after the event
- Connect with any booth visitors by video or a private or public chat
- Hold business surgeries or presentations at your booth
- Booth exhibitors will be listed on website and Community Hub
- All Access Pass: Give away your product to attendees inside the exclusive bundle for paid attendees only, putting you in front of paying customers

**£199 (3 days)**

## Lounge Table

### Branded Social Lounge Table (3 days)

- A table for up to 8 people in the busy Social Lounge
- Branded and hosted by someone from your business
- You can be joined by up to 7 other people via video at a time
- Simply network or run business surgeries for delegates
- Visit other sessions or networking areas during the Summit
- All Access Pass: Give away your product to attendees inside the exclusive bundle for paid attendees only, putting you in front of paying customers

**£99 (3 days)**



## READY TO PARTNER WITH US?

Contact Orla Nicholls now:

[orla@iivasummit.com](mailto:orla@iivasummit.com)

or [book your booth/table directly here](#)