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IT Executive's Playbook Certificate Program

Sponsorship Prospectus

IT Executive's Playbook Certificate Program

Thank you for your interest in sponsoring the **IT Executive's Playbook Certificate Program**

As a prospective sponsor, your support will play a crucial role in shaping the future of technology leadership in Georgia. By sponsoring the program, your organization will gain significant benefits, including **brand visibility**, **networking opportunities**, and the chance to make a **meaningful impact on Georgia's technology community.** Your involvement will not only support the professional growth of our participants but also contribute to the overall advancement of the tech ecosystem.

Program Overview

The **IT Executive's Playbook Certificate Program** is designed to provide practical, contemporary technology strategy to help navigate current issues facing technology leaders and executives. The course explores current topics using case studies, recent articles and research, and practical examples of IT leadership dilemmas that require critical thinking and decision-making tradeoffs. A graduate certificate will be attainable for those who complete all six courses of the program.

Program Delivery

The program is facilitated virtually with coursework delivered between courses.

Program Fee

TAG Member - $1800
Non TAG Member - $2000
Group Discounts - 10% off per person

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THE PROBLEM

Leadership Skills

Executive roles often involve navigating complex interpersonal dynamics and influencing decision-making at the highest levels.

Tactical to Strategic Thinking

Technology professionals typically focus on operational details and immediate problem-solving, while executive leadership demands a broader, future-oriented view to align technology initiatives with business goals.

Balancing Innovation with Stability

Technology executives must drive innovation to stay competitive while maintaining the stability of existing systems and processes. A *2025 report notes that **74%** of executives identify technological disruption as their primary business risk, underscoring the challenges of pursuing innovation while maintaining operational stability.

By addressing these areas, the **IT Executive's Playbook Certificate Program** equips technology professionals with the essential skills and insights needed to excel in executive leadership roles.

*Source: pWc

OUR SOLUTION

The **IT Executive's Playbook Certificate Program** is designed to equip mid-level managers and newly appointed VPs with the essential skills and insights needed to navigate and excel in their roles.

Product vs. Project Management

By offering participants tools, frameworks, and insights from case studies to make informed decisions.

Executive Presence

Develop and maintain executive presence with their leadership team, peers, and external partners.

Minimizing Risks

Best practices for minimizing risks associated with enterprise (ERP) initiatives.

Partner Centered Relationships

Gain new tools for cultivating strong, partner-centered relationships with key suppliers.

The Impact of Professional Development Programs

Investing in leadership development programs yields significant benefits for organizations, including enhanced financial performance, improved employee retention, and increased productivity.

Companies with comprehensive employee training programs experience **218%** higher income per employee compared to those without formalized training (Forbes Magazine).

Employees who receive professional development opportunities are **45%** more likely to remain in their roles (SHRM, 2022 – Workforce Edge).

Participants in leadership training programs have reported a **25%** increase in their learning capacity and a **20%** improvement in performance (Research.com)

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Program Instructor

Bill VanCuren, Retired Fortune 500 CIO, Board Advisor

Bill VanCuren is a global business executive and board member who leads transformations for growth through a balance of technology and business solutions, from private to publicly traded, from mid-size to multibillion-dollar corporations. Bill is an insightful business leader who leads teams through uncertain times, drives execution, and is always at the confluence of human factors and technology introduction.

Sponsorship Opportunities

Platinum Sponsor - $25,000

- Keynote speaking opportunity at the IT Executive's Playbook graduation.

- Front cover page in Georgia Pathways Magazine

- Three complimentary program registrations

- Prominent logo placement on marketing materials and website

- Recognition during all sessions and in press releases

Gold Sponsor - $12,500

- Guest speaker opportunity at one of the program sessions.

- Inside front cover page of Georgia Pathways Magazine

- Two complimentary program registrations

- Prominent logo placement on marketing materials and website

- Recognition during all sessions and in press releases

Community Partner - $5000

- One complimentary program registration

- Logo on the event page

- A quarter-page in Georgia Pathways Magazine

- Recognition in the closing remarks and press releases

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The tax-deductible portion of your contribution for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods and services provided by the organization. Please see your tax professional for advice.

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Thank You

For enroll in the program, or for more information on our programs, events, and initiatives, please visit **tagedonline.org**

Next Steps:

Join us in developing Georgia's future technology leaders by enrolling in our program or selecting a sponsorship opportunity!

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