



**LEADERSHIP
IN THE AGE OF
PERSONALIZATION®**

**5
YEARS!**

LAOP Movement Overview



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The Most Significant and **Disruptive Shift** of the 21st Century

It has become less about the
**business defining the
individual...**



**The Age of
Standardization**



...and much more about the
**individual defining the
process toward a shared
mission.**



**The Age of
Personalization**

5
YEARS!

LEADERSHIP IN THE AGE OF PERSONALIZATION®

Welcome
TO THE AGE OF
PERSONALIZATION

2019

Change as an
opportunity not a
threat

**The Collapse of
Standardization**

2020

Business and **social
issues** are linked

INDIVIDUALITY
UNLEASHED

2021

Widening **trust gaps**
between individuals &
institutions

NAVIGATING
UNCERTAINTY

2022

ESG, DEI, Wellbeing
will fuel your org's
growth

Chasing
RESILIENCE

2023

Unlocking **Resilience**
and **Reinvention** in a
rapidly evolving
landscape

Oct 8-9

2019

Welcome
TO THE AGE OF
PERSONALIZATION



Location: Pasea Hotel, Huntington Beach, CA

Host Sponsor



Premier Sponsor



Supporting Sponsor



- **Type:** In-Person Audience
- **VIP Dinner+ Full Day Summit**
- **27 Speakers:** Healthcare, Corporate and Education
- **80 In-person Attendees:** C-Suite Executives, Directors, Managers, Medical Directors, Physicians, Deans and Professors.
- **7 Hours of Recorded On-Demand Content**
- **28 Short Highlights:** 1-hour 27min of post-production content (3 min avg. per episode).

Oct 8-9

2019

Welcome
TO THE AGE OF
PERSONALIZATION

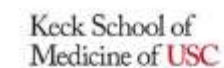
Embracing human dignity actually builds more efficiency – long-term efficiency – which is more valuable than short-term efficiency.

This was the main topic at the 2019 Leadership In The Age Of Personalization summit, in Southern California.

Topics for Discussion:

1. Diversity Puts Us in Boxes, Inclusion Lets Us Be Human
2. From Brand Identity to Individual Identities
3. How Wall Street Feels About Personalization
4. From Results to Methods: A Healthcare Perspective on Personalization
5. All Employers Are in the Business of Health
6. The Luxury of Time is Over (Closing Remarks)

Welcoming Speakers from:





Oct 28-29-30

2020

The Collapse of Standardization



Location: Connecticut's Westport Library, Westport, CT

- **Type:** Online Live Stream
- **3 Days of Online Streaming:**
 - Day 1 – Healthcare
 - Day 2 – Corporate
 - Day 3 – Higher Education
- **40 Speakers**
- **1000+ Online Registrants**
- **16+ Hours of Recorded On-Demand Content**
- **18 Short Highlights:** 1 hour 5 min of post-production content (3:38 min avg. per episode).

Hosted By:



Powered By:



Supporting Sponsors:



Oct 28-29-30

2020

The Collapse of Standardization

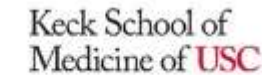
In times of crisis, it is important for leaders to take stock and reevaluate what they stand for.

The 2020 Leadership in the Age of Personalization Virtual Summit was held over three days, with 46 leaders gathering to discuss how they can best navigate the new normal.

Topics for Discussion:

1. **Healthcare:** Telehealth, Digital Therapeutics, Virtual Realities & Personalized Care.
2. **Corporate:** Transformation, Leadership After the Coronavirus Pandemic and Social Unrest, Reinventing Talent Management, Corporate Strategy, DEI.
3. **Higher Education:** Reinvention, Leadership, Student Experience, Skill Gaps, Community and Corporate Partnerships, Virtual Education.

Welcoming Speakers from:





Oct 20-21

2021

INDIVIDUALITY UNLEASHED



Location: LightSpeed VT Studios, Las Vegas, NV

- **Type:** Hybrid (In-Person Audience + Live Stream)
- **VIP Reception + Full Day Summit**
- **29 Speakers:** Healthcare, Corporate and Education
 - 16 In-Person Speakers
 - 13 Virtual Speakers
- **45 In-person Attendees:** C-Suite Executives, Directors, Managers, Deans, Professors, Students, Medical Directors and Patients.
- **500+ Online registrants**
- **8 Hours of Recorded On-Demand Content**
- **28 Short Highlights:** 1-hour 27min of post-production content (3 min avg. per episode).

Host Sponsor



Premier Sponsor



Supporting Sponsors



Oct 20-21

2021 **INDIVIDUALITY** *UNLEASHED*

You've heard of the great resignation. Several summit participants reject that term as backward-facing.

Once again, 2021 was a year that required agility. Our annual Leadership in the Age of Personalization Summit was no exception.

Topics for Discussion:

1. **Access:** Student Experience, Patience Experience, Employee Experience
2. **Interrupt:** Activating Capacity in a Hybrid Environment, New Performance Metrics, Skills Sets, Talent Management.
3. **Pivot:** Leadership Reinvention, Corporate Transformation, Organizational Culture.

Welcoming Speakers from:





Oct 13-14

2022

NAVIGATING UNCERTAINTY



Location: Clemson University, Clemon, SC

- **Type:** In-Person Audience
- **VIP Dinner + Full Day Summit**
- **21 Speakers:** Healthcare, Corporate and Education
- **45 In-person Attendees:** C-Suite Executives, Directors, Managers, Deans, Professors, Students, Medical Directors and Patients.
- **400+ Online registrants**
- **8 Hours of Recorded On-Demand Content**
- **11 Short Highlights:** 59 min of post-production content (5 min avg. per episode).

Host Sponsor



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Supporting Sponsors



Oct 13-14

2022

NAVIGATING UNCERTAINTY

There is a growing trend among consumers and employees alike to support businesses that are focused on making a positive impact on environmental and social issues.

Topics for Discussion:

1. **Higher Education:** preparing students and educators for the future, an increasingly digital and uncertain world.
2. **Workforce:** the future of the workplace, how to attract and retain talent, the importance of organizational culture and how to create a workplace that employees feel invested in.
3. **Marketplace:** Diversity, Equity, & Inclusion (DEI) and Environmental, Social, & Governance (ESG) as growth opportunities.
4. **Future Gen:** Career Expectations, Social Media, Educational Paths, Mental Health and Wellbeing.

Welcoming Speakers from:





Oct 16-17

2023

Chasing **RESILIENCE**



Location: University of Phoenix

- **Type:** In-Person Audience
- **VIP Dinner + Full Day Summit**
- **22 Speakers:** Healthcare, Corporate and Education
- **67 In-person Attendees:** C-Suite Executives, Directors, Managers, Employees, Medical Directors.
- **215+ Online registrants**
- **8 Hours of Recorded On-Demand Content**
- **Short Highlights:** 11 videos

Host Sponsor



Premier Sponsor



Supporting Sponsor



Oct 16-17

2023

Chasing RESILIENCE

In today's rapidly evolving landscape, the threats we face have become increasingly volatile. At this year's summit, we will delve into the concept of resilience and reinvention as key strategies for navigating these uncertainties.

Topics for Discussion:

1. **SELF** - Staying Relevant for Professional Success: Exploring the Importance of Individual Resilience
2. **TEAM** - Leveraging Team Diversity: The Key to Building Cohesive and Resilient Organizations
3. **UNIT** - Rallying the Workforce for Change: Overcoming Identity Crises to Bolster Resilience
4. **ORGANIZATION** - Cultivating a Resilient Culture: The Collaborative Interplay between Individual and Organizational Strength
5. **INDUSTRY** - Guiding the Shift: Embracing Resilience and Fostering Evolution in Your Industry Landscape

Welcoming Speakers from:



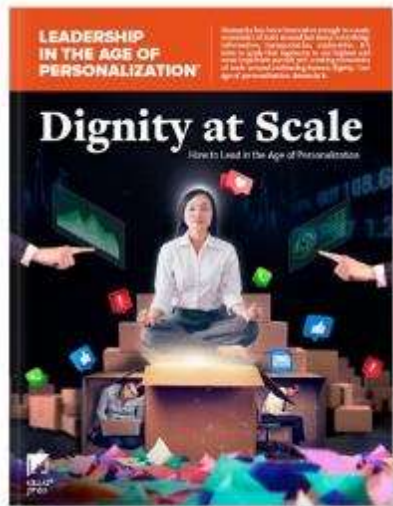
UW Medicine



#ageofpersonalization Executive Summary

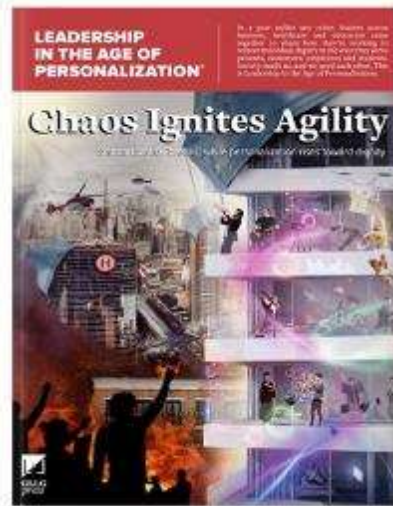
5
YEARS!

2019



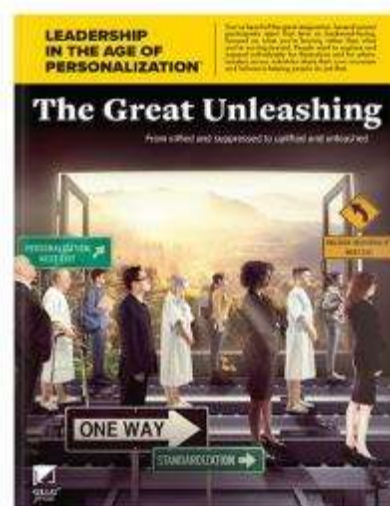
[Download
2019 Summary](#)

2020



[Download
2020 Summary](#)

2021



[Download
2021 Summary](#)

2022



[Download
2022 Summary](#)

2023



Upcoming

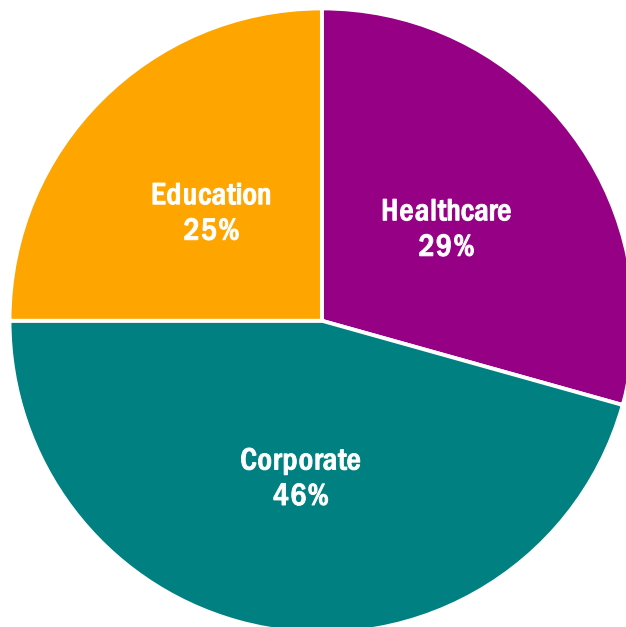
#ageofpersonalization Consortium Members

The **LAOP Consortium** consists an elite group of executives from different industries, including Corporate and Healthcare but also Higher Education leadership roles who have come together for one purpose: **To disrupt standards by redefining what it means be considered 'leadership'.**

Together, we are creating a robust content library about DEI, organizational culture and the future of work. It features conversations among executives as well dozens one-on-one interviews to give you insights into what it takes for your organization thrive in this changing landscape!



#ageofpersonalization Consortium Members



- 100+ Senior Leaders
- Multiple Virtual Meetings
- Annual Meeting/Summit



Wendy York
Dean, Wilbur D. and Arin Powers
College of Business, Clemson
University



Adlai Wertman
David C. Bennett Professor of Social
Entrepreneurship at the USC Marshall
School of Business



Richard Greenwald
Dean of the College of Arts and
Sciences, Fairfield University



Nancy Hubbard
Dean & Professor, College of Business
at University of Lynchburg



Kristin Gwinner
EVP, Chief Human Resources Officer at
Chico's FAS, Inc.



Stephenie Neuvirth
Global Vice President, People &
Organization at Mars Veterinary Health



Reggie Miller
VP, Global Chief Diversity, Equity, &
Inclusion Officer, McDonald's



Nik Modi
Managing Director at RBC Capital
Markets



Tom Jackiewicz
President, UChicago Medicine



Teri Fontenot
CEO Emerita at Women's Hospital



Joe Alvarnas
Vice President of Government Affairs
and Senior Medical Director for
Employer Strategy at City of Hope



Dana Woods
CEO at American Association of
Critical-Care Nurses (AACN)

[SEE ALL CONSORTIUM MEMBERS](#)



**LEADERSHIP
IN THE AGE OF
PERSONALIZATION®**

Online Presence Metrics



Forbes



Glenn Llopis

Contributor since Dec 2010

Oct 8-9

2019

Welcome
TO THE AGE OF
PERSONALIZATION

Pageviews since Jan 2019

5,151,253

Post Summit Article	Views	Publishing Date
1.Building Economies Of Scale Around Embracing Human Dignity	1,404	October 23, 2019
2.Escape The Extremes: Learn To Balance Standardization and Personalization	1,576	October 30, 2019
3.Assimilation Destroys Individuality, Inclusion Restores It	3,569	November 5, 2019
4.Allow Personalized Values To Influence Your Brand Identity	1,216	November 14, 2019
5.Wall Street Alert: Companies Are Not Prepared For What Is About To Hit Them	11,270	December 1 2019
6.Without Individual Contribution Your Company's Mission Is Worthless	1,238	December 12 2019
7.Healthcare CEOs Address The Age Of Personalization With New Methods For Care Delivery	4,134	January 5 2020
8.Leadership in the Age of Personalization is About Creating Healthy Environments So People Can Thrive	2,001	January 19 2020
Total Views		26,408

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Glenn Llopis

Contributor since Dec 2010

Oct 28-29-30

2020

**The Collapse of
Standardization**

Pageviews since Jan 2019

5,151,253

Article	Views	Publishing Date
1. New Year, Same Challenges: How To Escape Traditional Norms That Disrupt Progress	1,213	January 5, 2021
2. Crisis Forces Leaders To Adapt: 3 Most Time Critical Innovations The Pandemic Accelerated	1,094	January 9, 2021
3. Our New Realities Demand New Leadership Skills – And They Are Easier Said Than Done	2,068	January 16, 2021
4. In A World Craving For More Unity, Inclusive Leadership Gives Us The Hope We Need	857	January 23, 2021
5. Inclusion Doesn't Start With 'Firsts': It Requires Leading With Humanity And Belonging	639	February 2, 2021
6.You'll Fail At Inclusion If You Don't Remove Barriers	1,256	February 9, 2021
Total Views		7,127

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Oct 20-21

2021

**INDIVIDUALITY
UNLEASHED**

Pageviews since Jan 2019

5,151,253

Article	Views	Publishing Date
1. You Suppress Individuality Without Even Knowing It	1,779	January 22, 2022
2. Success Should Not Be Defined By Institutions	824	February 5, 2022
3. Two Ultimate Reasons Employees Quit Their Jobs And Why It Will Get Worse	4,391	February 26, 2022
4. Five Ways To Avoid Becoming Obsolete As A Leader	1,749	March 5, 2022
5. Redefining 5 Words Will Save Your Organizational Culture From Collapsing	2,972	March 19, 2022
6. Leading With Purpose Is The Key To Environmental, Social And Governance Success	1,530	April 9, 2022
Total Views		13,245

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Glenn Llopis

Contributor since Dec 2010

Oct 13-114

2022

NAVIGATING
UNCERTAINTY

Pageviews since Jan 2019

5,151,253

Article	Views	Publishing Date
1. The Secret To Navigate Uncertainty: See Change As Opportunity, Not A Threat	1,444	Nov 16, 2022
2. Leading In A Time Of Change: Higher Education In Transition	2,644	Nov 23, 2022
3. How To Fulfill Your Workplace Purpose And Increase Employee Retention	935	Nov 30, 2022
4. ESG And DEI: Why They Matter For Long-Term Sustainability	8,844	Dec 8, 2022
5. Mental Health And The Future Of Diversity And Inclusion: A Discussion With Generation Z	4,800	Dec 14, 2022
6. Prepare For Uncertainty By Operating Inclusion In Your Business: The 5-Step Roadmap	299	Dec 21, 2022
Total Views	18,966	

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Contributor since Dec 2010

Oct 16-17

2023

Chasing
RESILIENCE

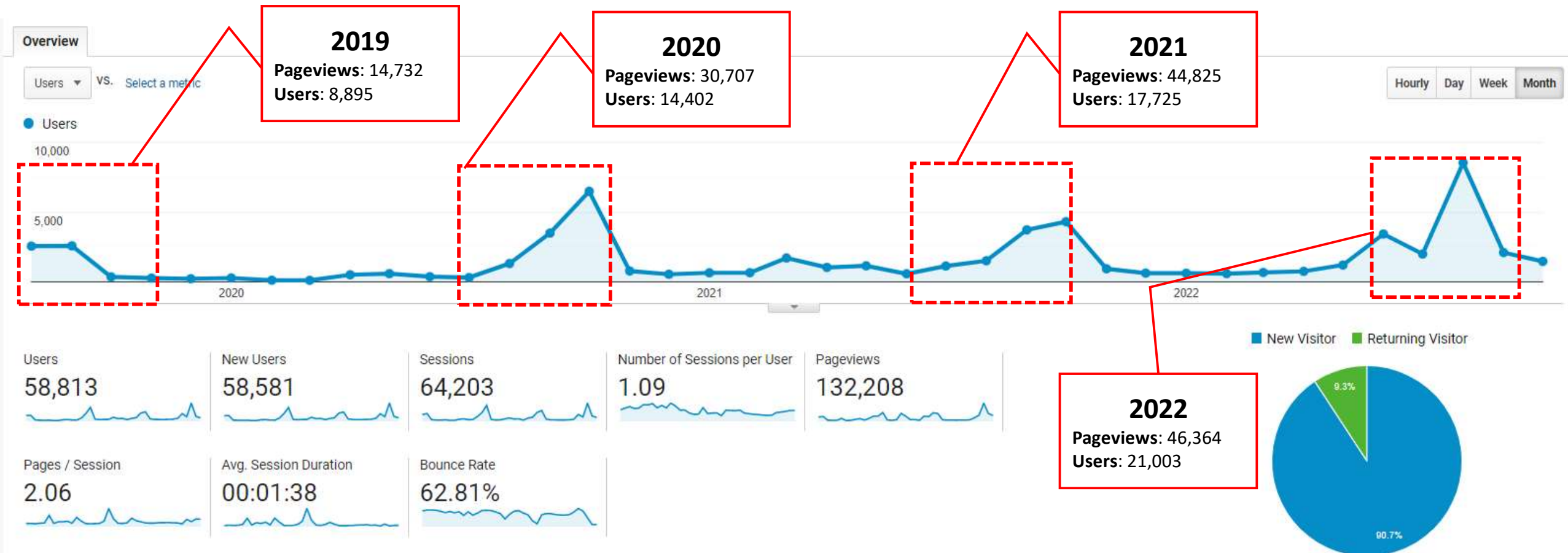
Pageviews since Jan 2019

5,151,253

Article	Views	Publishing Date
Resilience Plus Reinvention: The Formula For Evolution	552	Oct 11, 2023
Building Resilient Organizations Requires 5 Shifts In Your Organizational Culture	331	Oct 4, 2023
5 Questions For Building Resilience In The Workplace	305	Sept 27, 2023
4 Key Skills For Building Resilient Teams Through Effective Opportunity Management	377	Sept 20, 2023
4 Key Skills For Building Resilient Teams Through Effective Opportunity Management	338	Sep 13, 2023
5 Questions For Building Resilience In The Workplace	503	Sep 27, 2023
Building Resilient Organizations Requires 5 Shifts In Your Organizational Culture	595	Sep 20, 2023
Resilience Plus Reinvention: The Formula For Evolution	589	Oct 11, 2023
The Key Skill For Building Resilience: Knowing How To Reinvent	357	Nov 14, 2023
How To Face An Uncertain Future? Boost Personal Resilience By Rediscovering Yourself	1,298	Nov 21, 2023
Total Views	5,245	

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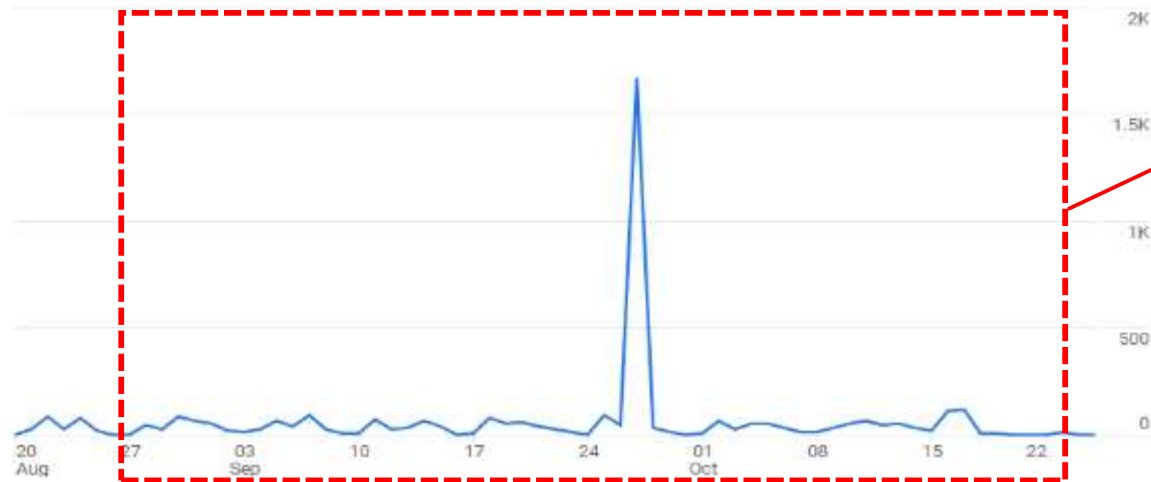
Past Summit Traffic Overview



ageofpersonalization.com

2023 Summit Traffic Overview

Views by Year over time



2023
Pageviews: 50,644*
Users: 27,203*

Year ▾ +		Users	↓ Views	Sessions	Engaged sessions	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
		2,677	3,987	3,352	1,029	0.38	3.76	30.7%	12,612
		100% of total	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1	2023	2,677	3,987	3,352	1,029	0.38	3.76	30.7%	12,612

***Note:** For 2023 we are considering the pageviews and reach from Summit Speaker Outreach Partnership.

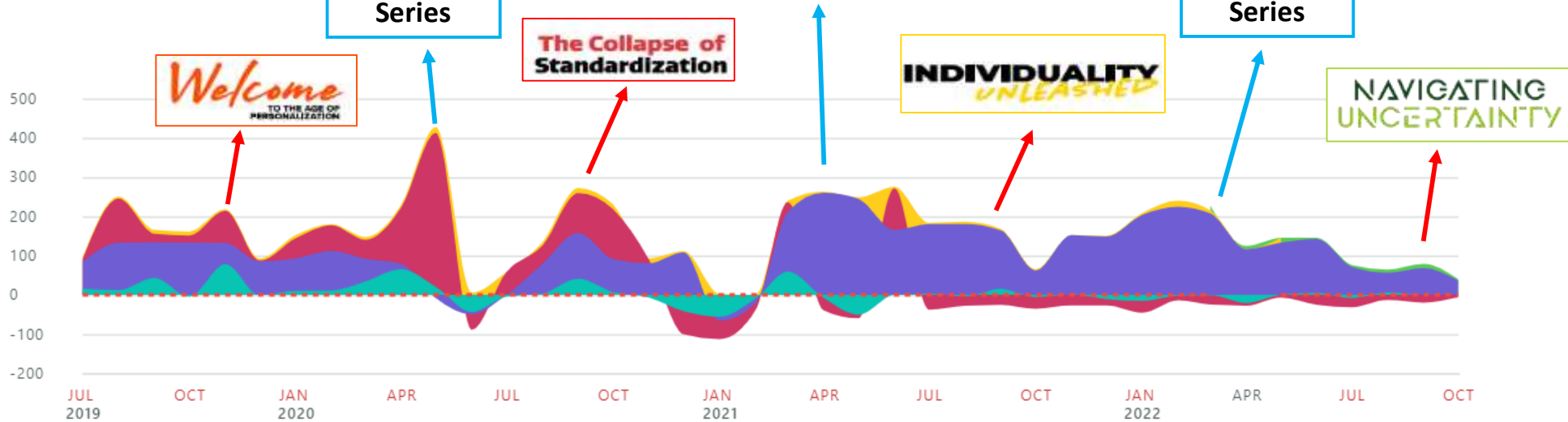
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Past Summits Social Media Impact

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Impressions ⓘ

3,357,360

Engagements ⓘ

141,859 ↗ 32.7%

Post Link Clicks ⓘ

23,812 ↗ 414.6%

Audience Metrics

Totals

% Change

Total Audience ⓘ

24,051

↗ 32.8%

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2023 Summit Social Media Impact

GLLG + Glenn Llopis Fans & Followers



Page impressions

141K
impressions

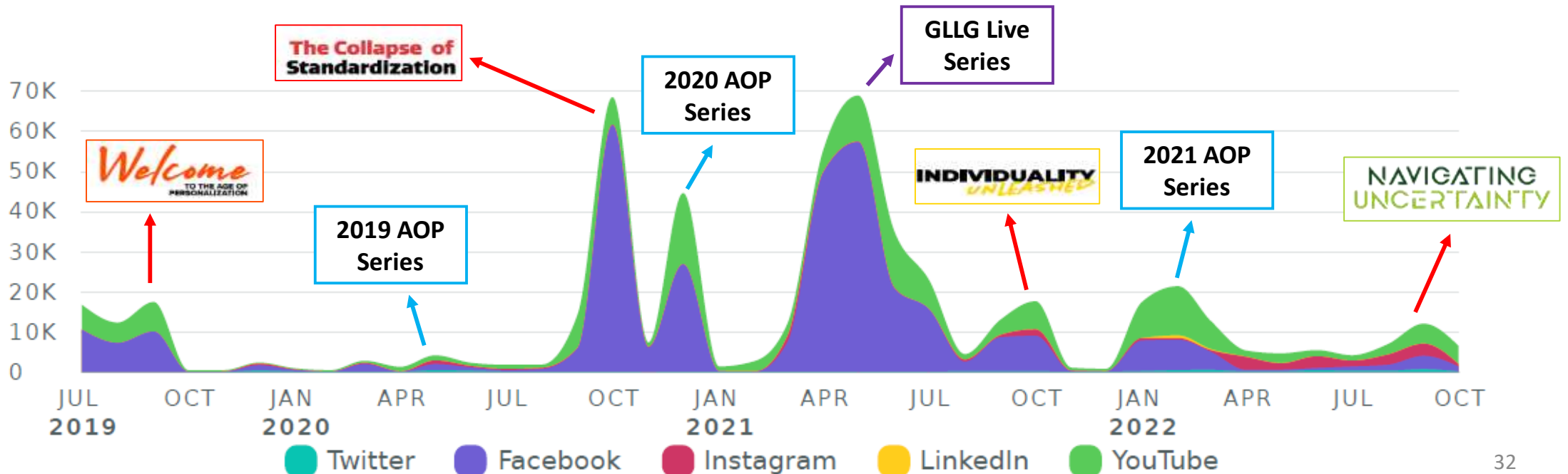
Average Post Engagement

LinkedIn Page	18.48%	Instagram Business	6.34%
Facebook Page	7.62%	Twitter	2.66%

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Past Summit Video Impressions

Video Views Metrics	Totals	% Change
Video Views	529,055	↗925.1%
Twitter Video Views	4,932	↘13.7%
Facebook Video Views	332,445	↗1,782.9%
Instagram Post Video Views	25,048	↗2,234.4%
LinkedIn Video Views	1,008	—
YouTube Video Views	165,622	↗509.7%

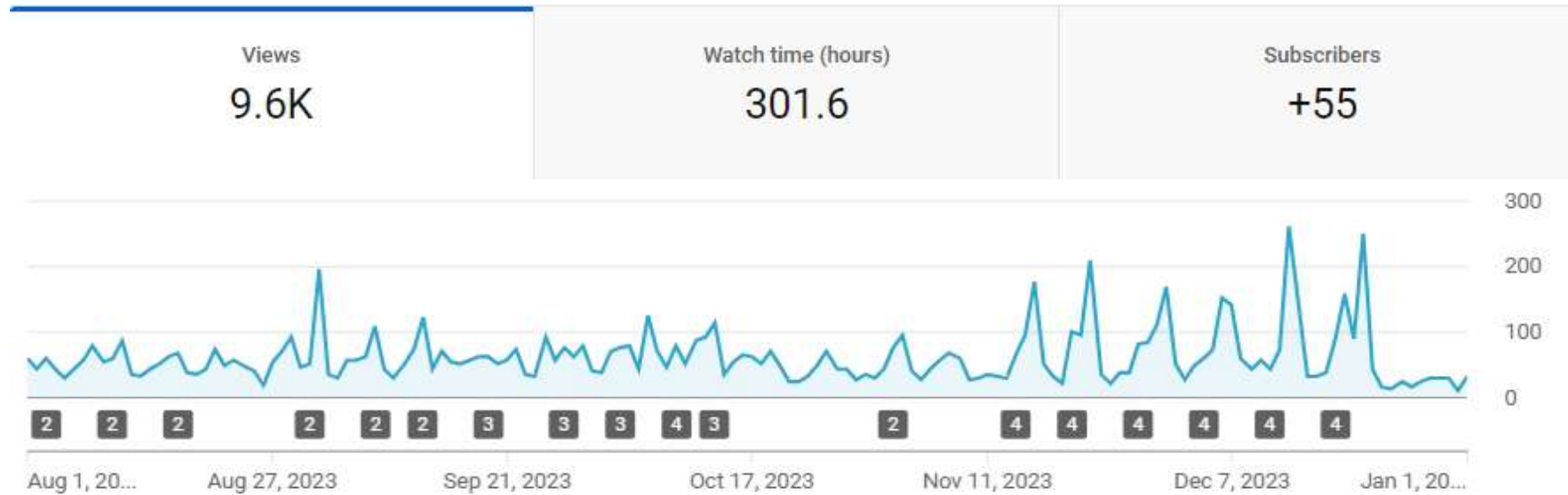


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2023 Summit Video Impressions

In the selected period, your channel got 9,637 views

Aug 01, 23 – Jan 1 25, 24



New viewers 🕒

Last 90 days

Videos 1.9K

Shorts 2.0K

Live stream 62

Returning viewers 🕒

Last 90 days

Videos 190

Shorts 48

Live stream 7

Subscribers

Last 90 days

Videos +14

Shorts +6

Live stream +1

LAOP Summit Video Series and



The Leadership in the Age of Personalization (LAOP) Summit Series is an engaging collection of weekly episodes accessible on our YouTube channel. These meticulously edited videos provide a wealth of valuable insights and highlights from each session of the Leadership in the Age of Personalization Summits. Dive into groundbreaking ideas, thought-provoking discussions, and the latest advancements in leadership tailored to the era of personalization.

Check out some Episodes featuring City Of Hope Speakers:



[Harnessing the Power of Self-Resilience in Healthcare: A Dive into Moral and Personal Strengths!](#)

(Featuring Dr. Joe Alvarnas)

2023 LAOP Summit



[How ESG and DEI Impact Long-term Sustainability!](#)

(Featuring Angela L. Talton)

2022 LAOP Summit



[The Power of Personalized Medicine](#)

(Featuring Dr. Ed Kim)
2021 LAOP Summit



[Healthcare Leadership of the Future](#)

(Featuring Annette Walker)

2020 LAOP Summit



[A New Leadership Requirement](#)

(Featuring Annette Walker)

2019 LAOP Summit

#ageofpersonalization Media Coverage

US1 NATIONAL NEWSLINE Comprehensive Reach. Targeted Delivery.

CISION
PR Newswire



TRADITIONAL NEWSROOMS

Reach relevant traditional media points in all 50 states

NEWS AGENCIES

AP Bloomberg
D REUTERS

NEWSPAPERS

Chicago Tribune Los Angeles Times
The New York Times THE WALL STREET JOURNAL

TELEVISION

NEWS CBS NEWS
FOX NEWS NBC NEWS

MAGAZINES

Inc. FORTUNE
TIME USNews

RADIO

Bloomberg RADIO CISION RADIO
npr SiriusXM

INDUSTRY INFLUENCERS

Access our exclusive media community with 20k+ daily users covering nearly 200 beats and verticals

- Automotive
- Consumer
- Corporate Social Responsibility
- Education
- Energy
- Entertainment
- Environment
- Fashion
- Financial Services
- Food & Beverage
- Health & Biotech
- Homeland Security
- Legal
- Metals
- Public Interest
- Sports
- Technology
- Travel

WEBSITES & BLOGS

Syndicate your news to an online distribution network of 4,000 websites

AUTOMOTIVE

autoblog edmunds
KBB.com

ENERGY

ENERGY1 POWER
S&P Global Platts

HEALTH

Drugs.com MEDLINE
WebMD

FINANCE

CRAIN'S MarketWatch
TheStreet YAHOO!

TECHNOLOGY

cnet COMPUTERWORLD
engadget TechCrunch

SEARCH ENGINES

Archive your news and reach new audiences with PR Newswire's industry leading search visibility

Google

YAHOO!

Bing

DuckDuckGo

#ageofpersonalization

Media Coverage – PRESS RELEASES

2019	2020	2021	2022	2023
 <u>Executive Summit Tackles How To Lead In An Age Of Personalization</u> (Sep 17, 2019)	The Collapse of Standardization <u>GLLG® Ignites A Movement Among Leaders To Restore Dignity In The Workplace</u> (Mar 09, 2020) <u>Virtual Summit Examines The Reinvention Of 3 Sectors</u> (Oct 06, 2020) <u>Fairfield Hosted A Virtual Summit On Innovation In A Time Of Change</u> (Nov 15, 2020)	INDIVIDUALITY UNLEASHED <u>Live Summit Explores the Leadership Skill That Unlocks All Others - Unleashing Individuality</u> (Oct 05, 2021) <u>Live Summit Presented by GLLG Empowers Employees To Unleash Individuality by Activating Capacity and Restoring Dignity</u> (Oct 19, 2021) <u>Stop Blaming 'The Great Resignation': People Leave Because You Don't See the Value of What They Can Contribute</u> (May 22, 2022)	NAVIGATING UNCERTAINTY <u>Clemson University will Host Cross-Industry Summit Presented By GLLG to Reveal New Insights for Leading Through Uncertainty</u> (Aug 02, 2022) <u>University of Phoenix COO Raghu Krishnaiah joins Leadership in the Age of Personalization® Executive Summit</u> (October 13, 2022)	Chasing RESILIENCE <u>Leadership in The Age of Personalization Summit Celebrates 5th Anniversary with Host University of Phoenix on Oct 17</u> (Aug 24, 2023) <u>Building Resilient Organizations: The Heart of the Upcoming Leadership in the Age of Personalization Summit</u> (Oct 3, 2023)
https://www.ageofpersonalization.com/media/				

Release Date	Release Headline	Summit Year	Total Pickup	Total Potential Audience	Total Release Views & Hits	Public Views	Media Views	Total Engagement	Click-throughs
03 Oct, 2023, 11:36 ET	Building Resilient Organizations: The Heart of the Upcoming Leadership in the Age of Personalization Summit	2023	394	243,732,615	2,720	2,133	102	906	1,381
24 Aug, 2023, 10:37 ET	Leadership in The Age of Personalization Summit Celebrates 5th Anniversary with Host University of Phoenix on Oct 17	2023	393	279,979,025	2,758	2,703	103	952	193
Aug 02, 2022, 1:03 PM ET	Clemson University will Host Cross-Industry Summit Presented By GLLG to Reveal New Insights for Leading Through Uncertainty	2022	274	179,466,038	12,540	11,622	92	982	980
May 18, 2022, 2:33 PM ET	Stop Blaming 'The Great Resignation': People Leave Because You Don't See the Value of What They Can Contribute	2022	379	209,849,143	4,314	3,490	132	651	647
Oct 19, 2021, 7:42 AM ET	Live Summit Presented by GLLG Empowers Employees To Unleash Individuality by Activating Capacity and Restoring Dignity	2021	206	156,393,288	3,516	2,690	43	146	146
Oct 05, 2021, 8:57 AM ET	Live Summit Explores the Leadership Skill That Unlocks All Others – Unleashing Individuality	2021	67	127,505,569	4,596	4,163	59	91	91
Oct 06, 2020, 8:18 AM ET	Virtual Leadership Summit Examines the Reinvention and Convergence of Healthcare, Corporate America and Higher Education	2020	116	133,683,158	3,614	2,787	0	351	351
Mar 09, 2020 5:47 AM ET	GLLG® Ignites a Movement Among Leaders Working to Restore Human Dignity in the Workplace	2020	163	94,848,382	3,202	1,250	159	268	268
Sep 17, 2019, 5:53 AM ET	Executive Summit Tackles How to Lead in an Age of Personalization	2019	133	51,686,597	3,543	674	63	891	888

#ageofpersonalization

Online Presence Overview

	Summit	Online Registrants (%)	Summit Website Engagement	AOP YouTube Series – (Views)	GLLG Newsletter Reach	Media Reach
2019		N/A (In-Person Only)	10,228	21,632	14,661	3,543
2020		1071	131,359	34,210	46,050	9,913
2021		410	22,379	40,029	82,185	12,426
2022		315	15,391	8,963	31,527	12,540
2023		215* (Organic Only)	12,612	9,637	47,517	5,478

***Note:** In 2023, we did not engage in paid campaigns; therefore, the number of registrants was entirely organic. This signifies a 45% growth in our organic registrants compared to the previous four years.



**LEADERSHIP
IN THE AGE OF
PERSONALIZATION®**

2024 Summit Projections



Forbes

Forbes Views Projection: Annual Summit Articles

Year	Number of Articles	Average Views per Article	Total Readers	Pageviews	Reach
2019	8	3,301	26,408	857,900	1,715,800
2020	6	1,189	7,127	1,244,175	2,488,350
2021	6	2,208	13,245	1,055,199	2,110,398
2022	6	3,161	18,966	827,900	1,655,800
2023	10	3,525*	25,245*	1,434,239*	2,868,478*
2024 (Projected)	16 (projected)	+3,700* (assumed)	+59,000* (projected)	+2,000,000* (projected)	+ 3,000,000 (Proj.) *

+ 50 Summit
Related Articles

+ 3K Views per
Articles (Avg.)

+ 70K
Views

+ 6M
Pageviews

+ 10M
Reach

The actual reach for 2023 and projected 2024 is based on Glenn's articles that are now being included on a regular basis across the following distribution channels beyond Forbes.com alone.

- **Forbes Newsletters:** Anticipating inclusion in Forbes' weekly newsletters, which often reach a substantial readership.
- **Social Media Channels:** Envisaging additional exposure through Forbes' social media channels, such as Twitter, LinkedIn, Facebook, and others.
- **Other Distribution Channels:** Factoring in any other distribution channels or collaborations Forbes may employ, contributing to a broader audience reach.

***Note:** Projections are based on historical averages for summit-related articles and are subject to variations. For 2023 and 2024, we are considering the pageviews and reach from Summit Speaker Outreach Partnership.

Forbes and



Articles with COH Mentions (2022 and 2023)	COH Mention	Views	Publishing Date
Bold Leadership Means Having The Courage To Be The Only One	Annette Walker	2,207	Jul 30, 2022
Transformation Requires That You Stay True To And Evolve Who You Are	Debra Fields	1,873	Sep 24, 2022
ESG And DEI: Why They Matter For Long-Term Sustainability	Angela L. Talton	16,012	Dec 08, 2022
5 Questions For Building Resilience In The Workplace	Debra Fields	503	Sep 27, 2023
Resilience Plus Reinvention: The Formula For Evolution	COH Orange County	589	Oct 11, 2023
How To Face An Uncertain Future? Boost Personal Resilience By Rediscovering Yourself	Dr. Joe Alvarnas	1,298	Nov 21, 2023
Total Views		22,482	

Forbes Views Projection: Articles with COH Speakers Mentions

Year	# Articles	Average Views per Article	Projected Views
2024	12 (That will mention either City of Hope speakers or just the brand as a sponsor.)	3,747 (approx.)	+ 45,000

2024 Summit Social Media Projections

Year	Social Media Followers	Social Media Impact (Impressions)	Summit Video Views	Summit Website Users (Organic)	Summit Website Pageviews
2024	+ 35,000 (projected)	+ 400,000 (projected)	+ 30,000 (projected)	+ 30,000 (projected)	+ 60,000 (projected)

Projected growth compared to

 25 %

 183 %

 50 %

 20 %

 20 %

2023

Since 2023, **GLLG and Summit Speakers committed to a new approach**, leveraging each other's brands through shared websites, articles, videos, and posts to amplify **Summit reach and engage a broader audience**. This partnership has played a pivotal role in boosting our marketing efforts, **leading to an average 30% increase in Summit exposure**.

Year	# Speakers	Speakers' Followers and Fans	% Active Followers	Engagement Rate (Summit Posts)
2023	20	+ 20,000	40%	30%
2024	+ 20	+ 30,000 (projected)	45% (projected)	+ 35% (projected)

About Glenn Llopis Group

Developing high performance leaders, teams and cultures since 2007

GLLG is a nationally recognized workforce development and business strategy consulting firm that develops high performance leaders, teams and cultures focused on inclusion and the power of individuality.

With over 15 years of experience helping fortune 500 corporations adapt and thrive in today's workplace, GLLG has been at the forefront of the [Leadership in the Age of Personalization Movement](#), helping organizations large and small to embrace new models for leadership, growth and success.

From coaching leaders and training teams to creating inclusive cultures, we help our clients succeed by embracing individuality.



Who is Glenn Llopis?

Former c-suite corporate executive, president of the Glenn Llopis Group and Founder of LAOP

Glenn Llopis is a Cuban American **bestselling author, speaker and senior advisor** to Fortune 500 organizations, providing guidance to different industries for over 15 years.

As a **leadership strategy contributor to Forbes** since 2010, Glenn provides insights and advice that have helped countless professionals reach their leadership potential.

Glenn specializes in helping businesses grow through **inclusive leadership, personal branding and culture development.**



Who is Glenn Llopis?

Leading With Personalization

Glenn fast-tracked at the Gallo Wine Company as a sales representative and then at Sunkist Juice Beverages, where he became the youngest executive in the company's 100-year history

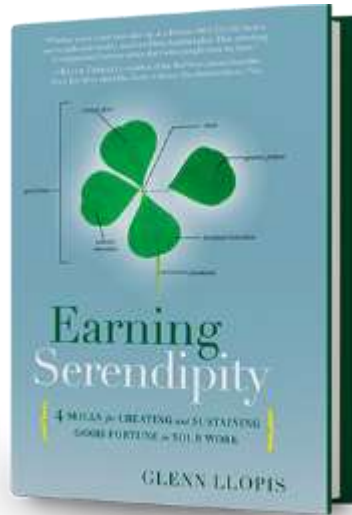
In 1997, Glenn launched his first business, Luna Rossa Gourmet Foods, which focused on the sales, marketing and distribution of gourmet vegetables, pasta sauce, and salad dressing under its Luna Rossa and Chef's Harvest brand.

In 2007, he founded GLLG to explore this question: How can leaders seize growth opportunities when they feel crushed and in turn stifle those they lead?



Books

2009

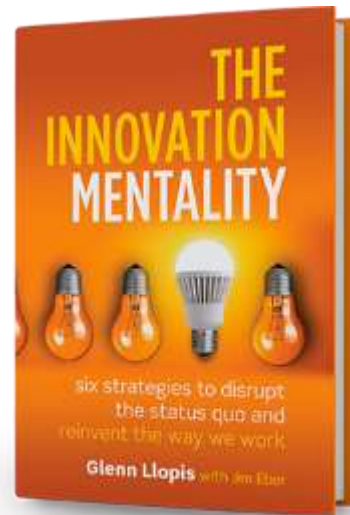


Earning Serendipity

4 Skills for Creating and Sustaining Good Fortune in Your Work

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2017

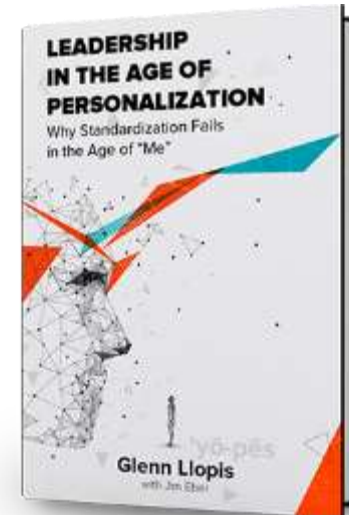


The Innovation Mentality

6 Strategies to Disrupt the Status Quo and Reinvent the Way We Work

[Learn More](#)

2019

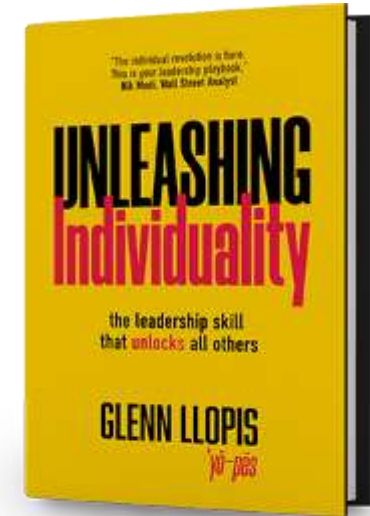


Leadership in The Age of Personalization

Why Standardization Fails in the Age of "Me."

[Learn More](#)

2022



Unleashing Individuality

The Leadership Skill that Unlocks All Others

[Learn More](#)

#ageofpersonalization Personalization Outbreak Podcast

Get insights from some of the most innovative minds in our industry.

Hosted by Glenn Llopis, **Personalization Outbreak Podcasts** feature conversations with influential LAOP Consortium Members addressing how these thought leaders are approaching the shift from standardization to personalization in their roles and as individuals.

All podcasts are available for you to listen in your favorite podcast aggregator or for you to watch on our YouTube Channel @GlennLlopis.

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Thank you