

22 - 23
FEBRUARY

2024

THE SALES WARRIOR'S CONVENTION'24

KAMPALA SERENA HOTEL

Host
DANIEL CHOUDRY
Africa's Foremost Sales Expert
and Warrior

Keynote Speaker
VUSI THEMBEKWAYO
Venture capitalist, elite coach and mentor,
and best-selling author of international acclaim

22ND FEB

MORNING
SalesWarrior's
Convention
250K

22ND FEB

AFTERNOON
Vusi Career
Keynote
250K

23RD FEB

MORNING
C-Suite Executive
Breakfast with
VUSI
1M

23RD FEB

AFTERNOON
VUSI with
Government
Leaders
1M

SUBMITTING ORGANIZATION
DANIEL CHOUDRY SALES INSTITUTE

**THE RACE FOR EXCELLENCE HAS
NO FINISH LINE! YOU CAN DO
MUCH BETTER THAN YOU ARE
DOING NOW!**



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About The Sales Warrior's Convention

In 2017, Daniel Choudry, the founding Director at the Daniel Choudry Sales Institute, had a transformative experience at the Robin Sharma Thought Leader's Conference in Dubai, where the renowned International Leadership Expert and Author of The 5AM Club, served as the Keynote Speaker. This event greatly disrupted his thought process and life approach, leading him to decide to initiate a similar endeavor in Uganda to elevate the competence of fellow citizens, particularly in the business world. Thus, the Sales Warrior - the biggest most practical conference for businesses in East Africa was born in 2019.

The previous two Conventions in 2019 and 2023 have been primarily focused on business development.



The Sales Warrior's Convention of 2024 will be headlined by **Vusi Thembekwayo** as the Keynote Speaker.

VUSI is a global Speaker with experience and depth in Business, Leadership, Inspiration and Strategy and a series of other areas he's proficient in. We believe that his experience will be of fundamental significance to all our professional network in East Africa.

We had so many people who are not in Sales express their need for a platform where they can build momentum in areas of Leadership and career growth. The Sales Warrior's Convention 2024 is our way of responding to this need. In 2019, the inaugural event was held at the International University of East Africa Auditorium, drawing a gathering of over 800 sales professionals from diverse industries across East Africa. The second convention in 2023 saw even more attendance, with over 1200 sales people coming together at the Kampala Serena. The upcoming 2024

Sales Warrior's Convention, with the theme "MAKE YOUR MARK IN 2024," will be graced by the renowned International Sales Expert Daniel Choudry, and the Keynote Speaker will be Mr. Vusi Thembekwayo. Spanning two days, the event will offer a diverse range of activities tailored to meet the needs of various segments in the professional market place.



About the Conference Venue.

The Kampala Serena Hotel

The Kampala Serena Hotel
Nestled in Kampala's heart, the Kampala Serena Hotel offers a secure, green oasis. With 186 elegant guest rooms and 5-star amenities, including a tropical pool, fine dining, and a spa, it's a hub for business and leisure. Set amidst water gardens, it's part of a distinguished collection of international 5-star hotels

Tickets

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Breakfast with
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1M

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AFTERNOON
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1M

FOR TICKETS & SPONSORSHIP INQUIRIES CALL: +256 758 989 367 | +256 784 336 230

— Selection Of Speakers.

VUSI THEMBEKWAYO

Maverick and leadership genius – serial entrepreneur, investor and self-made millionaire.

Vusi is a highly accomplished entrepreneur, investor and millionaire. He is a remarkable business pedigree, serving as a General Partner of Watermark Africa Capital and chairman of Africa Growth Partners. He founded MyGrowthFund Venture Partners and is involved in Lion Cage and VUKA Capital. Vusi is Known for his philanthropy, international speaking engagements, and bestselling author status. He holds board positions in Squared Financial, The Innovation Village and Silicon Cape, showcasing his global influence in finance and technology. Vusi is a recognized figure in Venture Capital across Africa and beyond.



DANIEL CHOUDRY

Daniel Choudry, the Lead Consultant and founding Director at the Daniel Choudry Sales Institute, boasts a decade of experience in skilling and training largely in the Business Development space. He is an author of "Become a Sales Superstar and Dominate Your Market" and has curated productivity planners like "The Warrior Productivity Planner" and "The Sales Warrior Daily Planner" to help sales executives and leaders make the most of their day. Daniel's expertise extends to being a chartered technical expert for the European Invest Bank sponsored trainings in twenty (20) African countries, VisionFund Africa Sales & Marketing Long-term Expert with operations in 12 African Countries. Daniel offers sales strategy consultancy to numerous corporate firms in Africa. He holds a Bachelor's Degree in Business Administration with a Marketing major from Makerere University and a Master's Degree in Business Administration program with McMaster University in Canada



Event Breakdown

22
FEB

THE SALES WARRIOR'S CONVENTION 2024

As our premier conference, SAWACON 2024 is eagerly anticipated by Sales and Business Development professionals at the beginning of each year. With numerous practical sales concepts, ideas, approaches, activity profiles, and networking opportunities, SAWACON is a cherished event, drawing over a thousand sales trailblazers to Kampala annually. SAWACON 2024 is especially remarkable as it marks the first-ever two-day experience with Vusi Thembekwayo in Uganda.

Mark your calendars for Thursday, February 22, 2024, as we host the event at the prestigious Kampala Serena Hotel. To secure spots for your sales team, kindly click on the provided link and complete the registration process. <http://Sawacon.ug>

VENUE: KAMPALA SERENA HOTEL

TIME: MORNING

22
FEB

THE CAREER KEYNOTE WITH VUSI THEMBEKWAYO

Career Growth is no longer about positional promotion only, but about passion for legendary craftsmanship. It's no longer about the image and remuneration packages, but the impact each of us can make in our roles in the organizations we are privileged to work in. The Career keynote with Vusi will focus on the critical dimensions that will enlighten and give insights to professionals on how they can become more impactful in their careers and insights on how growth looks like in the life of a 21st Century professional.

The Theme for this afternoon session is; **Elevate your career from Good to Great to Unstoppable!**

VENUE: KAMPALA SERENA HOTEL

TIME: AFTERNOON



23
FEB

C-SUITE EXECUTIVE BREAKFAST WITH VUSI

The C-Suite Executive Breakfast with Vusi is an exclusive event in Uganda, gathering over 1100 CEOs and C-suite executives from diverse industries. The session will revolve around the theme **"Leading at the edge of chaos,"** where Vusi will address the challenges faced by executives and offer strategies for thriving in difficult times. The focus will be on critical success areas and driving disruptive growth in their enterprises. Attendees will have the opportunity to benchmark their firms' performance against top global companies. The event aims to facilitate networking and provide valuable insights from Vusi's expertise to enhance executive leadership and business excellence.

VENUE: KAMPALA SERENA HOTEL

TIME: MORNING

23
FEB

GOVERNMENT EXECUTIVES WITH VUSI

The prosperity of any economy hinges largely on the success of its government. Since its establishment in 1971, the United Arab Emirates (UAE) has experienced remarkable growth that has astonished the world and continues to accelerate. The UAE competes across various sectors and leads in groundbreaking projects. We strongly believe that the leaders of our civic institutions can learn valuable lessons from the UAE's success. Vusi has previously addressed the leadership of this accomplished nation, and now, we aim to enlighten our civil leaders about best practices in mindset, competence, and execution. The objective is to elevate the standards of running our government ministries and directorates.

The theme for this session will be **"The Astute Civil Servant: Reshaping our Public Sector with a Private Sector Mindset to Survive, Progress, and Prosper!"**

VENUE: UGANDA PARLIAMENT

TIME: AFTERNOON

Why you should attend SAWACON 2024

Annual Must-Attend Event:

Regarded as the premier conference in the sales industry, SAWACON 2024 has become an annual must-attend event for professionals seeking growth and advancement.

Inspiring Keynote Speaker:

SAWACON 2024 becomes especially remarkable with the inclusion of Vusi Thembekwayo, a renowned keynote speaker, and entrepreneur. His presence guarantees an inspiring and transformative experience for all attendees.



Career Growth and Development

The conference places a strong emphasis on career growth beyond mere positional promotion, inspiring attendees to strive for excellence and develop legendary craftsmanship in their roles.

Practical Strategies:

The session will offer actionable strategies and critical dimensions that professionals can apply immediately to elevate their careers and achieve unstoppable growth.

Expert Insights from Vusi Thembekwayo:

Vusi's expertise as a renowned entrepreneur and keynote speaker ensures that attendees will gain valuable insights on leading at the edge of chaos, addressing challenges, and driving disruptive growth in their enterprises.

Why Partner With SAWACON 2024.

Brand Visibility and Awareness:

Sponsoring SAWACON 2024 allows your company to showcase its brand to a targeted audience of decision-makers within the sales field. This exposure increases brand recognition and awareness among professionals who can influence purchasing decisions.



Enhanced Reputation:

Being associated with a well-organized and the reputable Sales Warrior's Convention reflects positively on the image of your brand. Our speaker next year is a brand to reckon with, Vusi Thembekwayo - Maverick and leadership genius – serial entrepreneur, investor and self-made millionaire. Vusi is a highly accomplished entrepreneur, investor and millionaire. He is a remarkable business pedigree, serving as a General Partner of Watermark Africa Capital and chairman of Africa Growth Partners.

Product/Service Promotion:

Sponsoring SAWACON 2024 will allow your company to exhibit its products or services in a highly targeted setting. Demonstrating the value and benefits of offerings directly to a relevant audience can lead to increased interest and sales.

Sponsorship Packages



TITLE SPONSOR

Overall Sponsorship for the Sales Warrior's Convention (2 Slot Available)

Company logo on all presentation slides

Customized sales training, coaching and mentoring program for your salesforce for 6 months

The Sales Managers Development Program for 3 months

Primary logo on all marketing collateral and event signages

Title sponsor logo on all email's communication and announcements during marketing campaigns

Full color, two-page spread promotion in the SAWACON2024 workbook

Logo featured on the banner, carousel and sponsor listing on event websites and social media

Premium booth for exhibiting at the entrance of the hall with premium placement for the two days.

Promotional slides from your company to be played during all the breaks.

10-minutes presentation during all the convention segments

20 C-suite Executive tickets and 100 tickets for salespeople to attend the sales convention, 100 tickets for other staff to attend the Career Keynote with VUSI

Provision of delegates database.

Display of marketing material and activation within the venue.

\$60,000

Ugshs 216,000,000



PLATINUM SPONSOR

**Along with the Title Sponsor, will be able to leverage all the 4 different sessions VUSI will have in Uganda.
(5 Slots Available)**

Provision of delegates database

Display of marketing material and activation within the venue.

10 C-Suite Executive tickets, 50 tickets for salespeople, 50 tickets for the rest of the staff

10-minutes presentation during SAWACON2024 and the career keynote with Vusi segments of day one

Exhibition booth for exhibiting at the entrance of the hall for the two days

One Month sales reinforcement Program where we will train, coach and mentor their salesforce for 1-month post-Convention

One month Sales Managers Reinforcement Program

Primary logo on all marketing collateral and event signages

Full color, one-page spread promotion in the SAWACON2024 workbook

\$30,000

Ugshs 110,000,000



GOLD SPONSORSHIP

(10 Slots Available)

Display of marketing material and activation within the venue.

5 C-Suite Executive tickets, 50 tickets for salespeople, 20 tickets for the rest of the staff

5-minutes presentation during SAWACON2024 and the career keynote with Vusi segments of day one

Exhibition booth for exhibiting at the entrance of the hall for the two days

One Month sales reinforcement Program where we will train, coach and mentor their salesforce for 1-month post-Convention

Primary logo on all marketing collateral and event signages on print media, social media and all marketing platforms

Full color, half-page spread promotion in the SAWACON2024 workbook

\$20,000

Ugshs 72,000,000



SILVER SPONSORSHIP

(15 Slots Available)

Customized Sales Development Program for 3-full days in physical session and additional 4 virtual sessions

Logo on all advertising materials and social media

5 minutes to talk about their business to the audience during the first session SAWACON2024 on 22nd February 2024

Logo on the event workbook

5 C-Suite Executive tickets, 20 SAWACON2024 tickets and 20 tickets for staff to attend the Career Keynote with Vusi

\$10,000

Ugshs36,000,000



BRONZE SPONSORSHIP

(15 Slots Available)

Logo on all advertising materials and social media

5 minutes to talk about their business to the audience during the first session SAWACON2024 on 22nd February 2024

Logo on the event workbook

5 C-Suite Executive tickets, 10 SAWACON2024 tickets and 10 tickets for staff to attend the Career Keynote with Vusi

\$7,000

Ugshs25,200,000

About **The Organisers**

The Daniel Choudry Sales Institute is a sales training organization with the main aim of providing the bench mark for the most practical sales, enhanced customer service experience and service excellence solutions for progressive companies. Our programs are bespoke and we have general certification programs for those desiring to grow their skills in sales. We bench mark and network with some powerful brands across the world including RAIN Group USA, Cardone University USA and VT My Growth training SA among others to understand the driving forces and innovation within the sales arena. We are also the training partner for the European Investment Bank which sponsors financial capacity building projects in Africa.



Our Services

- Sales Reinforcement Training
- Sales Development Training
- Sales Recruitment and Placement
- Customer Experience Management Training
- Certificate in Professional Sales
- Team Building Excursion





For more information about any of the Sponsorship details contained in this proposal, please contact:

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Email tracy@dcsalesinstitute.co.ug

The Daniel Choudry Sales Institute looks forward to partnering with you on this premier Convention at the start of 2024.



Arusha International Conference

We bring the world to Tanzania



Brands We have worked with





SAWACON 2023

PICTORIAL





SAWACON 2019

PICTORIAL



**FOR MORE INFORMATION ABOUT
ANY OF THE SPONSORSHIP DETAILS
CONTAINED IN THIS PROPOSAL,
PLEASE CONTACT:**

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