



**ESCA**  
**SUMMIT**  
RISING LEADERS

**THE CASE**

for Investing in Your Team

Kay Bailey Hutchison Convention Center

February 4 -5, 2025

# About

## Our Summit

This event is designed for young professionals and emerging leaders in the exhibitions and events industry. Attendees will participate in leadership development sessions, industry-specific workshops, and unique networking opportunities like a LinkedIn Lounge and a dine-around. The two-day agenda combines personal and professional growth, with general sessions on day one covering broad industry knowledge, and day two offering two tracks: one on personal leadership skills and workforce navigation, the other on industry trends and specialized knowledge. Attendees will gain essential skills, connect with peers, and leave with valuable insights for their career and personal development.

## Key Information:

February 4 – 5, 2025

Kay Bailey Hutchison Convention Center

Dallas, TX

- ESCA Members \$600
- Non-ESCA Members \$800

If you are interested in becoming a sponsor please contact us at

[sponsor@esca.org](mailto:sponsor@esca.org)

# The Case

## Why the Rising Leaders Summit

In the events and exhibition industry, the competitive landscape is particularly fierce, with companies needing to stand out not just through their offerings but through the people who deliver them. To stay ahead, investing in employee development is crucial. Training and upskilling team members not only equips them with the skills to handle the complex demands of modern exhibitions, but it also fosters a culture of engagement and loyalty. In an industry driven by relationships and service excellence, companies that prioritize their workforce see tangible benefits, including higher retention rates, greater job satisfaction, and, ultimately, a stronger bottom line.

What if we invest in developing our employees and they **leave**?

What happens if we don't and they **stay**...

# The Real Risk:

## Not Developing Your Talent

### **Developing Talent Reduces Turnover:**

Employees who are given growth opportunities are more likely to stay loyal. According to a LinkedIn report, **94%** of employees would remain with a company longer if it **invested in their development**.

**Risk of Stagnation:** Failing to offer training leads employees to disengage, which could increase their curiosity about other job opportunities. By investing in their growth, you ensure they are not only engaged but also **committed to your organization**.

The most loyal employees are those who choose to stay despite knowing their options.

"An inspired employee is more than **twice as productive** as a satisfied employee and more than three times as productive as a dissatisfied employee. Yet only **one** in **eight** employees are inspired."

-Eric Garton, Harvard Business Journal



Source: <https://hbr.org/2017/09/the-case-for-investing-more-in-people>

Source: <https://www.forbes.com/councils/forbescoachescouncil/2023/03/28/to-retain-employees-help-them-grow-and-develop/#:~:text=A%202019%20report%20from%20LinkedIn,invested%20in%20helping%20them%20learn,%22&text=60%25%20of%20Millennials%E2%80%9494the%20large>

# The Real Risk:

## Not Developing Your Talent

Effective continuing education leads to **more skilled and productive employees**, which directly translates into better performance and greater profitability.

By **prioritizing development**, companies create a competitive edge, fostering an environment where both employees and the business can **thrive**.

The American Society for Training and Development (ASTD) conducted a **study of 540 U.S. corporations**. According to the ASTD, groups that spent more on training had **37% higher gross profit per employee** than groups that spent the bare minimum.



Source: <https://www.fastcompany.com/90772379/you-get-the-greatest-returns-when-you-invest-in-people>

# The Real Risk:

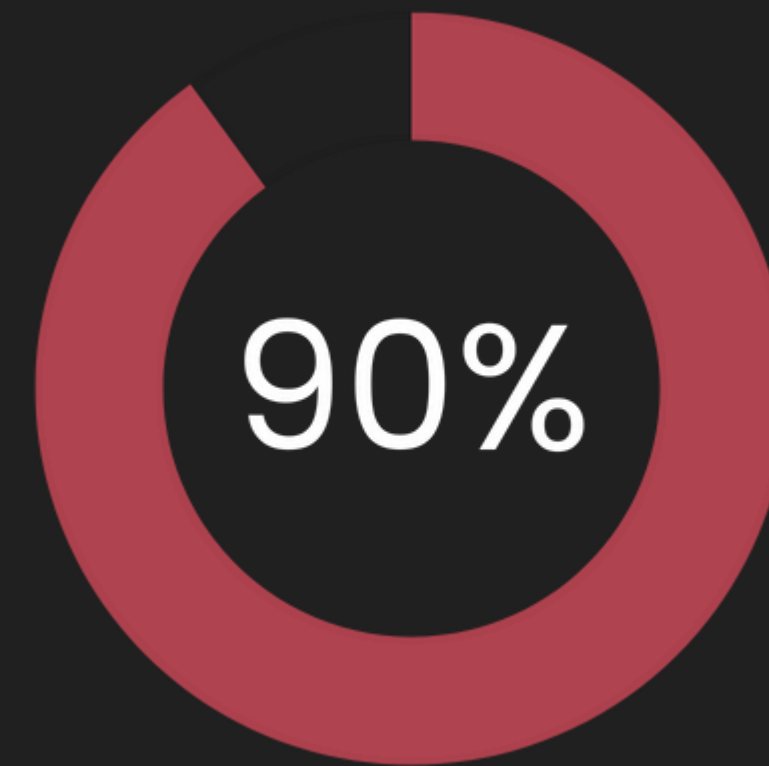
## Not Developing Your Talent

This study by McKinsey underscores the **urgent need** for **comprehensive** industry-wide development as a significant number of experienced professionals are retiring, creating a talent gap. By **2050**, the older demographic in the U.S. is projected to represent 23% of the total population a **47% increase** from 2022.

As the industry collectively addresses these skill gaps and advances, your company **benefits from a more skilled and innovative workforce**. This collective growth not only helps close skills gaps but creates new opportunities for your business to innovate and expand.

By supporting industry-wide advancement, you're ensuring your company **stays competitive** and can leverage the enhanced industry capabilities for its own growth.

A McKinsey study shows that **almost 90%** of organizations anticipate or are already facing significant **skill gaps** within their workforce over the next **1-5 years**.



Source: <https://www.educate-me.co/blog/benefits-of-employee-training>

# The Case

## For the Rising Leaders Summit

The Rising Leaders Summit provides **tailored education** and **training** for young professionals and emerging leaders in the exhibition and events industry.

The event features **leadership development** sessions, industry-specific **workshops**, and unique **networking** opportunities.

Attendees will gain essential skills and knowledge, preparing them to **fill the leadership gap** left by retiring professionals.

According to a **LinkedIn** report, employees who received learning opportunities were **47% less** likely to be **stressed**, **39% more** likely to feel **productive** and **successful**, **23% more** ready to take on **additional responsibilities**, and **21% more** likely to feel confident and **happy**. And the more you learn, the happier you become."

**"The more you learn, the happier you become."**

Source: <https://www.linkedin.com/pulse/want-happy-work-spend-time-learning-josh-bersin/?published=t>

# Your Role

## In Developing Tomorrow's Leaders

Your **company's success** is built on more than just protected information. It's your **unique culture, vision, and execution** that truly set you apart.

By sending your employees to the Rising Leaders Summit and contributing to the training of others - you are securing your position as a **confident, forward-thinking leader** and supporting the **growth** and **retention** of your **skilled workers**.

Invest in your team and the industry and watch **both your employees and your organization thrive.**

**83%** of companies say developing future leaders is important, but...

**...only 5% have leadership development programs in place.**

Source: <https://blog.clearcompany.com/27-surprising-employee-development-statistics-you-dont-know#:~:text=Did%20you%20know%20that%2094,and%20draws%20in%20new%20candidates.>