

ESCA SUMMIT

R I S I N G L E A D E R S

THE CASE

f o r I n v e s t i n g i n Y o u r T e a m

About

The Rising Leaders Summit brings together **emerging talent** from across the exhibitions and events industry for a one-and-a-half-day experience focused on **leadership growth, career development, and meaningful connections.**

Through a mix of **breakout sessions, interactive workshops, and networking opportunities**, attendees will gain practical insights from today's top industry leaders and innovators.

The Leadership Lab offers an engaging, hands-on learning environment where participants can rotate through themed "learning stations", hosted by industry experts. Each station provides quick, focused takeaways on essential leadership and career development topics — helping you turn insights into action right away.

The Summit also features our signature dine-around experience, giving attendees the chance to build relationships and share ideas in an informal, engaging setting.

Key Information:

- **ESCA Members \$750**
- **Non-ESCA Members \$850**

If you are interested in becoming a sponsor please contact us at sponsor@esca.org.

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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: Forbs: [To Retain Employees, Help Them Grow And Develop](#)

**Source: Harvard Business Review: [The Case for Investing More in People](#)

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: Fast Company: [You get the greatest returns when you invest in people](#)

The Real Risk:

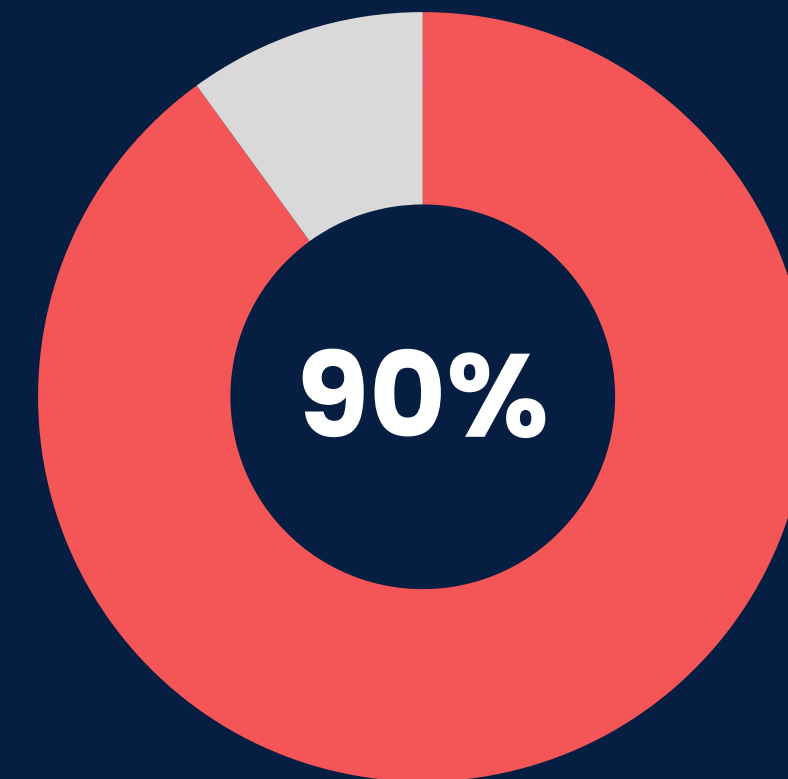
Not Developing Your Talent

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: EducateMe: [9 Benefits of Employee Training](#)

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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: LinkedIn – Josh Bersin: [New Research Shows "Heavy Learners" More Confident, Successful, and Happy at Work](#)

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: Clear Company: [27 Surprising Employee Development Statistics You Haven't Heard Of](#)