



# 2019 EDUCATIONAL FORUM

Featuring keynote speaker

# THOMAS FRIEDMAN

**"The Big Trends Shaping the World Today"**



**October 7 | Saint Paul RiverCentre | 5:15pm**



Featuring an on-stage  
dialogue between  
Thomas Friedman and  
Best Buy Chairman &  
CEO Hubert Joly,  
emceed by WCCO's  
Roshini Rajkumar

# Event Program

## "The Big Trends Shaping the World Today" Keynote Address by Thomas Friedman

Thomas Friedman is returning to BestPrep's Educational Forum after providing a compelling and informative keynote to a sold-out crowd of more than 900 attendees in 2009. A decade later, this year's Educational Forum is sure to be another sought-after event.

Three-time Pulitzer Prize winning author of six best-selling books and *New York Times* foreign affairs columnist, Friedman is renowned for his direct reporting and sophisticated analysis of complex issues facing the world. His thought-provoking conversations on world-wide concepts including economics, diversity, and globalization are what make for a lively discussion and forum for students and adults alike.

His career at *The New York Times* has led him to cover the most monumental stories from around the globe and establish his expertise on education, economic, and political issues. *Foreign Policy Magazine* stated, "Friedman doesn't just report on events; he helps shape them." Friedman is ranked #2 on *The Wall Street Journal's* list of "influential business thinkers," named in the 2011 Thinkers50, and was listed as the 2013 list of Foreign Policy's Top Global Thinkers.

In his latest bestseller, *Thank You For Being Late: An Optimist's Guide to Thriving in the Age of Accelerations*, Friedman offers a blueprint for overcoming the challenges of the twenty-first century, which is being transformed by technology, globalization, and climate change.

## FIRESIDE CHAT

BestPrep is honored to welcome Chairman and CEO of Best Buy, Hubert Joly, to join Thomas Friedman for a fireside chat following the keynote address. Best Buy is the leading provider of consumer technology products and services. Mr. Joly joined Best Buy in 2012 and led the company through its much-publicized *Renew Blue* transformation, which resulted in improved customer satisfaction and employee engagement, as well as revenue growth, increased profitability and market share gains. Now, Mr. Joly is leading Best Buy into its next phase, *Best Buy 2020: Building the New Blue*, which is driven by a clear purpose to enrich lives through technology. The company seeks to do this by expanding the range of products and services it sells and evolving how it sells them.

## PROGRAM EMCEE

Roshini Rajkumar is WCCO Radio talk show host and media commentator. When she's not on the air, Roshini is an executive coach, business columnist, national keynote speaker, and event emcee. She draws on more than 30 years of public speaking, a decade-long career as a television reporter, and her status as a licensed attorney.

# Event Details

## EVENT HISTORY

BestPrep has the privilege of partnering with the Minnesota business community to ensure that our students are ready to be the most creative and productive workforce in the world. The Educational Forum was created to broaden awareness of national and global issues affecting our local business and education systems through a thought-provoking keynote and discussion. Event proceeds support BestPrep's educational programs. Past speakers have included Alan Page, Angelique Kidjo, Bill Bradley, Fareed Zakaria, and Thomas Friedman.

## ESSAY COMPETITION

A statewide student essay competition, sponsored by Thomson Reuters, will once again be held in conjunction with the Educational Forum. The essays will be based on a question prompt, related to Mr. Friedman's keynote address. Rick King, Executive Vice President and Chief Information Officer at Thomson Reuters, will be presenting the awards, and one of the students will read their essay on stage during the evening program.



## AUDIENCE

The audience will include senior executives from the business, education, government, and non-profit sectors, as well as teachers and students. The projected attendance is 800-900 guests.

## SCHEDULE

- 4:45 pm Exclusive Platinum Reception
- 5:15 pm Networking Reception Begins
- 5:30 pm VIP Reception for Sponsored Guests
- 6:15 pm Dinner and Program
- 8:15 pm Book Signing

Platinum Sponsors 

Media Sponsors 



THOMSON REUTERS



# Sponsorships

Companies are offered a variety of sponsorship levels, which may include private receptions with Thomas Friedman and other benefits. Many companies use the event as a way to stay current on educational issues, enhance relationships with current and prospective clients, and honor their corporate volunteers.

## **PLATINUM SPONSOR | \$25,000**

- Platinum Reception with Thomas Friedman for 10 guests
- VIP Reception with Thomas Friedman for 30 guests
- 3 tables of 10 in priority seating for dinner/program
- 2 seats at one of the head tables for dinner/program
- Logo featured as Platinum Sponsor on marketing materials, website, and signage
- Logo featured in MSP Business Journal pre- and post-event ad
- Platinum Sponsor recognition in WCCO Radio promotional announcements

## **GOLD SPONSOR | \$15,000**

- VIP Reception with Mr. Friedman for 20 guests
- 2 tables of 10 in priority seating for dinner/program
- 2 seats at one of the head tables for dinner/program
- Logo featured as Gold Sponsor on marketing materials, website, and signage
- Logo featured in MSP Business Journal post-event ad

## **NETWORKING SPONSOR | \$10,000**

- VIP Reception with Mr. Friedman for 10 guests
- Networking Reception for 10 guests
- Signage with logo in Networking Reception
- 2 tables of 10 in priority seating for dinner/program
- Logo featured as Networking Sponsor on marketing materials and website
- Logo featured in MSP Business Journal post-event ad

## **SILVER SPONSOR | \$7,500**

- VIP Reception with Mr. Friedman for 6 guests
- Networking Reception for 14 guests
- 2 tables of 10 for dinner/program
- Logo featured as Silver Sponsor on marketing materials, website, and signage
- Logo featured in MSP Business Journal post-event ad

## **BRONZE SPONSOR | \$5,000**

- VIP Reception with Mr. Friedman for 2 guests
- Networking Reception for 8 guests
- 1 table of 10 for dinner/program
- Logo featured as Bronze Sponsor on marketing materials, website, and signage
- Listed in MSP Business Journal post-event ad

**TABLE SPONSOR | \$2,500 | ONE TABLE OF 10 WITH COMPANY LOGO**

Secure your sponsorship!

Email Anna Rasmussen at [arasmussen@bestprep.org](mailto:arasmussen@bestprep.org)