



## Welcome

It is a pleasure to invite you to the 5th **World Appreciative Inquiry Conference** (2012 WAIC), to be held in Ghent, Belgium from 25-28 April 2012.

The conference is focussing on how we can scale up the generative power of AI. Towards an 'economy' of connecting strenghts: scaling-up the generative power of AI". We will study and share exceptional outcomes of the connecting capacity of AI towards the construction of a truly connected society of strenghts. To meet the challenges of today, we must find other ways to grow ourselves, our organizations we work in, and our communities we live in. We should excel in the way we connect, learn, collaborate and merge our strenghts.

Decision makers in business and society, AI-practitioners and representatives from public authorities from all over the world will meet in Ghent to connect with people and bring together and explore stories of connecting and generative practices.

The World appreciative Inquiry conference is held every three years. The last decade, the conference was held three times in the US and lately in Kathmandu, Nepal (2009). In April 2012, it will be organized in Europe for the first time in history. The marvellous city of Ghent (Belgium) will set the scenery for this event. The meeting will take place in ICC International Convention Center Ghent.

Further details will be forthcoming on the conference website ([HYPERLINK "http://www.2012WAIC.org" }](http://www.2012WAIC.org)).

By organizing this meeting, we provide you with an excellent opportunity to meet and interact with the conference participants and to welcome successful insights through the application of AI and other strenghts-based change methodologies.

We look forward to welcoming you in Ghent in April 2012.

Yours sincerely,



**René Bouwen**, professor Emeritus of KULeuven; **Luc Verheijen**, adviser and partner in Kessels & Smit, The Learning Company; **Arno Vansichen**, co-founder and partner in Evenwicht; **Bert Verleysen**, employee at Stebo vzw; **Griet Bouwen**, staff member of Stebo vzw; **Lut Brenard**, coordinator Stebo-Academy; **Erwin De bruyn**, Ceo of Stebo vzw; **Luk Dewulf**, advisor and partner in Kessels & Smit, The Learning Company; **Wim Croonen**, HR –manager Genzyme and consultant in Evenwicht.

*Local Organizing Committee: three Belgian organizations form a partnership "De Werf". They are all active in personal, organizational and community development: Stebo vzw, Kessels & Smit and Evenwicht. They have the support of professor Emeritus René Bouwen of KULeuven.*

# Partnership brochure: Fifth World Appreciative Inquiry Conference 25-28 April 2012 - Ghent, Belgium

## 1. Background information

More and detailed information on the fifth World Appreciative Inquiry Conference is available on the following website: [www.2012WAIC.org](http://www.2012WAIC.org)

Conference theme	Towards an 'economy' of connecting strenghts: scaling-up the generative power of AI". The conference is focussing on how we can scale up the power of AI. We will study and share exceptional outcomes of the connecting capacity of AI. AI as a truly generative practice and theory will be setting the scene for this endeavour. We will learn about the mechanisms and effects of connecting change at a micro level to change at the scale of the whole.
Estimated number of participants	500
Dates/Location	The World Appreciative Inquiry Conference is held every three years. It took place 3 times in the US and the last time, in 2009, it was held in Kathmandu, Nepal. In April 2012, for the first time in its history, it will be organized in Europe. The marvellous city of Ghent in Belgium will set the scenery for this event between 25 and 28 April.
Duration	4 days+ pre-conference
Conference Inspirers	David Cooperrider – USA - Professor at Case Western Reserve University Ron Fry – USA - Professor at Case Western Reserve University
Local Organizing Committee (host organization - Belgium)	Three Belgian organizations form a partnership "De Werf". They are all active in personal, organizational and community development: Stebo vzw, Kessels & Smit and Evenwicht. They have the support of professor Emeritus René Bouwen of KULeuven.
Conference Organizing Committee (International)	This group is responsible and mandated for putting the conference program together. We worked towards a group of people who take a leading role in several European AI networks, and with a link to the origin of AI at Case Western Reserve University.  <i>Members are:</i> <ul style="list-style-type: none"> <li>• Luc Verheijen – Belgium - Co-founder of the Local Organizing Committee (hosting organization)</li> <li>• Philippe Beliën – Belgium - Also member of the program group of the Kathmandu world AI conference 2009</li> <li>• René Bouwen, professor Emeritus of KULeuven</li> <li>• Leif Josefsson – Sweden - Network of the Begeistring Community</li> <li>• Annet van de Wetering – The Netherlands - Dutch AI network</li> <li>• Danielle Zandee – The Netherlands - Professor at Nyenrode Business Universiteit</li> </ul>

	<p><i>Supporting committee members:</i></p> <ul style="list-style-type: none"> <li>• Lindsey Godwin – USA - Professor at Morehead State University – organizing committee of two former world AI conferences.</li> <li>• Dhruva Acharya – Nepal - Chairperson Imagine Nepal – host of 2009 World AI conference</li> </ul>
International Advisory Board	<p>The International Advisory Board is a group of people from AI communities worldwide. They advise the Conference Organizing Committee at regular point during the design and preparation phase.</p> <p><i>Currently members of the Board are:</i> Kees Ahaus (Netherlands), Tony Asberg (Sweden), Anastasia Bukashe (South-Africa), Gervase Bushe (Canada), Joep de Jong (Netherlands), Mario Gastaldi (Italy), Carsten Hornstup (Denmark), Sue James (Australia), Jim Ludema (US), Ada Jo Mann (US), Anne Radford (United Kingdom), Daniel Richardsson (Sweden), Robyn StrattonBerkessel (US), Kay Um (South Korea), Lou Van Beirendonck (Belgium), Neena Verma (India), Ralph Weickel (US), Diana Whitney (US), Herman Wittockx (Belgium), Jacqueline Wong (Singapore), Nadya Zhexembayeva (Slovenia).</p>
Organizing secretariat	<p>Momentum, Grensstraat 8, B-3010 Leuven, Belgium  Telephone: +32 (0)16 40 45 55, Fax: +32 (0)16 40 35 51</p>

**Programme Overview**

See [www.2012WAIC.org](http://www.2012WAIC.org) in the course of 2011.

## 2. Partnership opportunities

The WAIC proposes different partnership packages to support the organization of the congress as follows:

1. Subscription to one of the 4 proposed comprehensive partnership packages.
2. Subscription to an advertisement in the Conference programme book.
3. Subscription to one or more of the additional partnership opportunities.

### a. Partnership packages

#### **Gold partner 15.000 EURO**

As a gold partner you are offered:

- Acknowledgement as "gold partner" on the WAIC conference website and conference buzz with your logo and direct link to your website after your confirmation has been received.
- Acknowledgement (with your logo) as "gold partner" in the WAIC programme book
- Acknowledgement (with your logo) as "gold partner" in the WAIC communications
- Prominent acknowledgement (with your logo) during the opening and closing session
- Introduction of key-note speaker
- Workshop sharing AI and related practices of your organisation
- 3 free registrations to the conference
- 1 full page advert (on an inside page) in the programme book
- 1 free promotional insert in the attendee's registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Silver partner 10.000 EURO**

As a silver partner you are offered:

- Acknowledgement as "silver partner" on the WAIC conference website with your logo and direct link to your website after your confirmation has been received
- Acknowledgement (with your logo) as "silver partner" in the WAIC programme book
- Acknowledgement (with your logo) as "silver partner" in the WAIC communications
- 2 free registrations to the conference
- 1 full page advert (on an inside page) in the programme book
- 1 free promotional insert in the attendee's registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Bronze partner 5.000 EURO**

As a bronze partner you are offered:

- Acknowledgement as "bronze partner" on the WAIC conference website with your logo and direct link to your website after your confirmation has been received
- Acknowledgement (with your logo) as "bronze partner" in the WAIC programme book
- Acknowledgement (with your logo) as "bronze partner" in the WAIC communications
- 1 free registration to the conference
- 1 free promotional insert in the attendees registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Mecenas partner 1.500 EURO**

If you want to sponsor an individual from the Developing Countries who wants to participate and share practices demonstrating the connecting and generative power of AI at the Waic 2012, you can grant this person 1.500 euro. With this grant, the person can pay his travel costs and the registration to the conference. The grant is a refund; this means that the money will be given the first day of the WAIC.

Criteria for approval of the beneficiary are:

- a. Application of the person from a developing country
- b. Motivation of the individual is obliged when applying for a grant
- c. The following priority list is taken into account when approving the request for the grant:
  1. Call for proposals for live contributions during the conference is accepted by the Organization Committee
  2. Application for call for proposals is made, but is not approved by the Organization Committee
  3. The beneficiary would like to register as a participant of the WAIC

The Mecenat partner may also propose a beneficiary. As a Mecenat partner you are offered acknowledgement with your logo in the WAIC programme book and conference website.

## **b. Advertising opportunities**

Companies can reserve advertising space (full colour) in the WAIC Programme Book. The Book will be circulated to all Congress participants, published electronically on the Conference website, and circulated by email to WAIC members, plus other key contacts.

WAIC Programme Book  
Outside back cover 2 500 €  
Inside back cover 1 500 €  
Inside front cover 1 500 €  
Inside page 500 €

Bookings for advertising space are considered on a first-come, first-served basis. Advertising items other than listed above will be subject to the approval of the WAIC Organization Committee.

## **c. Additional promotional opportunities**

We offer companies/organizations additional promotional opportunities with a view to maximize their presence at the WAIC Conference. The partners can either supply the required number of items or pay the fees below. All partners receive a standard acknowledgment (company name only) in the conference publications and on the website. A number of items offer additional benefits (see list).

Conference bags \_\_\_\_\_ at cost

Benefits:

- partner's logo on the bag
- standard acknowledgement

The conference bag will be distributed to all duly registered participants on site. The type of bag will be chosen at the discretion of the organizers. The bag will also carry the WAIC logo.

Pens and writing pads \_\_\_\_\_ 500 EUR (excl. VAT) per item

The pens and writing pads will be inserted in the conference bags. The partner supplies the required number of pens or writing pads.

Coffee break \_\_\_\_\_ 1 750 EUR (excl. VAT)

Benefits:

- standard acknowledgement
- partner's logo on signs in the areas where the coffee break will take place

Lunch break (for 150 delegates) \_\_\_\_\_ 3 000 EUR (excl. VAT)

Benefits:

- standard acknowledgement
- partner's logo on signs in the areas where the lunch will take place

Display \_\_\_\_\_ 250 EUR (excl. VAT)

Fe folders

Partnership items other than listed above will be subject to the approval of the WAIC Organizing.

### 3. Partnership Order Form – WAIC 2012

Please complete and return to De Werf ESV, c/o Jaarbeurslaan 25, B-3600 Genk, Belgium or by e-mail: lut.brenard@stebo.be

**We would like to apply for the following sponsorship package on the occasion of the 2012 World appreciative inquiry conference:**

Company: \_\_\_\_\_  
Department: \_\_\_\_\_  
Sponsor Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ VAT number: \_\_\_\_\_

**We choose the following sponsorship package: (fees are exclusive of 21% VAT)**

**Gold partner** **15.000 euro**

Benefits include acknowledgement on the website, programme book and other communications, prominent during the opening and closing session, introduction of key-note speaker, workshop sharing AI and related practices of your organization, 3 free registrations to the conference, a full page advert in the programme book, promotional insert in attendees registration bag and a free table-top exhibition.

**Silver partner** **10.000 euro**

Benefits include acknowledgement on the website, programme book and other communications, 2 free registrations to the conference, a full page advert in the programme book, promotional insert in attendee's registration bag and a free table-top exhibition.

**Bronze partner** **5.000 euro**

Benefits include acknowledgement on the website, programme book and other communications, 1 free registration to the conference, promotional insert in attendee's registration bag and a free table-top exhibition.

**Mecenas Partner** **1.500 euro**

Benefits include a grant for one beneficiary of the developing countries and acknowledgement on the website and programme book.

We agree to pay the full amount of the sponsorship fee within 30 days of date of invoice. We accept the regulations as stipulated and agree to observe them and be bound by them. (1)

Name: \_\_\_\_\_ Function: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(1) This application is legally binding on the company pending its acceptance in writing by the organiser.

## 4. Advertising Order Form – WAIC 2012

Please complete and return to De Werf ESV, c/o Jaarbeurslaan 25, B-3600 Genk, Belgium or by e-mail: lut.brenard@stebo.be

### We would like to advertise on the occasion of the WAIC 2012 Conference:

Company: \_\_\_\_\_  
Department: \_\_\_\_\_  
Sponsor Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ VAT Number: \_\_\_\_\_

### WAIC 2012 Programme Book

The Book will be circulated to all Congress participants, published electronically on the Conference website.

### We choose the following advertising package: (fees are exclusive of 21% VAT)

- € Outside back cover 2 500 €
- € Inside back cover 1 500 €
- € Inside front cover 1 500 €
- € Inside page 500 €

We agree to pay the total amount of the sponsorship fee within 30 days of date of invoice.

We accept the regulations as stipulated and agree to observe them and be bound by them. (1)

Name: \_\_\_\_\_ Function: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(1) This application is legally binding on the company pending its acceptance in writing by the organiser.

## 5. Additional Promotional Opportunities Order Form – WAIC 2012

Please complete and return to De Werf ESV, c/o Jaarbeurslaan 25, B-3600 Genk, Belgium or by e-mail: lut.brenard@stebo.be

**We would like to sponsor the following items on the occasion of the WAIC 2012 Conference:**

Company: \_\_\_\_\_  
Department: \_\_\_\_\_  
Sponsor Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ VAT Number: \_\_\_\_\_

**We choose the following items: (fees are exclusive of 21% VAT)**

- Conference bag at cost
- Pens and writing pads 500 € per item
- Coffee break 1 750 €
- Lunch break 3 000 €
- Display 250 €

We agree to pay the total amount of the sponsorship fee within 30 days of date of invoice.  
We accept the regulations as stipulated and agree to observe them and be bound by them. (1)

Name: \_\_\_\_\_ Function: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(1) This application is legally binding on the company pending its acceptance in writing by the organiser.



## 6. Regulations

### GENERAL

DEFINITIONS — In the following regulations and conditions the term 'WAIC Partner or sponsor' describes any company or organisation that has made a successful application for the WAIC 2012 package, additional sponsorship items or advertising space. The term 'organizer' relates to the Local Organizing Committee De Werf ESV, c/o Jaarbeurslaan 25, B-3600 Genk, Belgium or by e-mail: lut.brenard@stebo.be

LEGAL CONDITION — The application for sponsorship packages/promotional opportunities/advertising space is legally binding on the sponsor pending its acceptance in writing by the organiser.

ORGANISERS RIGHT TO AMEND — In its sole discretion the organiser may amend or modify these regulations by posting notice of the amendment(s) or modification(s) on the conference website before the latter shall become effective.

ANY ASPECT THAT IS NOT COVERED BY THESE REGULATIONS IS SUBJECT TO APPROVAL BY THE ORGANISER.

EACH COMPANY IS RESPONSIBLE FOR COMMUNICATING THESE REGULATIONS TO ITS STAFF AND ITS APPOINTED AGENCIES

### SPONSORSHIP PACKAGES

APPLICATION FOR SPONSORSHIP PACKAGE — Confirmation of request for reservation of a sponsorship package is only valid when made in writing by the sponsor to the organiser, by returning a completed and signed Sponsorship Package Application Form (published in this brochure). Once the signed application for the sponsorship package has been accepted by the organiser, it becomes legally binding for the sponsor.

**Applications for a sponsorship package should be made by 15 March 2012.**

CONFIRMATION OF SPONSORSHIP PACKAGE — Sponsorship package assignments will be made in the order in which application forms are received (first-come, first-served). The organiser reserves the right to refuse any application that does not comply with the conditions appearing in these regulations. Upon receipt of the signed application form and acceptance of the company or organisation as sponsor, the sponsorship package will be confirmed by the organiser in writing.

TERMS OF PAYMENT — Upon reservation an invoice representing the total amount will be sent by De Werf ESV. Payment is due within 30 days following the date of the invoice.

CANCELLATION SPONSORSHIP PACKAGES — The sponsor/company canceling his application for a sponsorship package after the official application has been accepted by the Organising secretariat, will be liable to pay the following fees:

If the package cannot be reallocated to another company:

- 50% of the total rate, if the cancellation is received in writing before 31 March 2012;
- 100% of the total rate, if the cancellation is received in writing after 31 March 2012.

Any refunds will be made after the conference but not later than 31 July 2012. The sponsor will not be entitled to any interest that the organiser may have derived from payments made by the sponsor. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation of sponsorship package will be at the charge of the sponsor.

### ADVERTISING SPACE

ADVERTISING SPACE — Confirmation of request for reservation of advertising space is only valid when made in writing by the company to the organiser, by returning a completed and signed Advertising order form. Once the signed order form for advertising space has been accepted by the organiser, it becomes legally binding for the company. The total advertising space is payable by the company upon booking and shall be paid within 30 days of the date of the invoice.

CANCELLATION OF ADVERTISING SPACE — after their official booking has been accepted by the conference secretariat.

If the advertising space can be resold to another company, the company will receive a full refund, less administrative fees of 10 % of the total advertising rate.

If not resold, the company will be liable to pay the following fees:

- 50% of the total rate, if the cancellation is received in writing before 31 March 2012;
- 100% of the total rate, if the cancellation is received in writing after 31 March 2012.

Any refunds will be made after the conference but not later than 31 July 2012. The company will not be entitled to any interest that the organiser may have derived from payments made by the company. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation of sponsorship items will be at the charge of the company.

### **PROMOTIONAL OPPORTUNITIES**

**SPONSORSHIP ITEMS** — Confirmation of request for reservation of sponsorship items is only valid when made in writing by the company to De Werf , by returning a completed and signed Sponsorship booking form. Once the signed booking form for sponsorship items has been accepted by the organiser, it becomes legally binding for the company. The total sponsorship rate is payable by the company upon booking and shall be paid within 30 days of the date of the invoice.

**CANCELLATION OF SPONSORSHIP ITEMS** — after their official booking has been accepted by the conference secretariat.

If the sponsorship item can be resold to another company, the company will receive a full refund, less administrative fees of 10 % of the total sponsorship rate.

If not resold, the company will be liable to pay the following fees:

- 50% of the total rate, if the cancellation is received in writing before 31 March 2012;
- 100% of the total rate, if the cancellation is received in writing after 31 March 2012.

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