Wednesday, October 22, 2025
✦ 9:00am—4:30pm PDT
Long Beach, CA

What Rules!?® LEADERSHIP
2025 CONFERENCE

Transform Leadership Together









Organizations are losing out on a 1 trillion dollar opportunity: inclusion.

Despite extensive research pointing to the positive impact inclusion has on innovation, productivity, and profitability, organizations still struggle to sustain inclusive workplaces.

So much so that only 36% of employees agree that their leaders cultivate empowering cultures, and only 7% of multicultural women hold VP positions.

- It's time we close this gap.
- It's time organizations, leaders, and multicultural women all win.
- It's time we transform leadership together.

What Rules!? Leadership Conference is the answer to activate transformational leadership within your organization.

THE ONLY CONFERENCE BRINGING MULTICULTURAL WOMEN AND THEIR MANAGERS TOGETHER IN ONE SPACE

What Rules!? Leadership Conference creates a community where multicultural women confidently own their careers and leaders champion their advancement.

With an array of inspiring keynotes, panel discussions, and interactive workshops led by industry experts, attendees will be supported in their professional development, gain sponsorship for their career advancement, and leave ignited to transform leadership together.

SESSIONS WILL FOCUS ON BOLD CONVERSATIONS AND ACTIONABLE SOLUTIONS AROUND TOPICS SUCH AS:

- Removing blindspots to build bridges between multicultural women and their managers
- Authentic leadership: utilizing your values to leverage genuine connections with your team
- Strategies for fostering an inclusive workplace culture for higher performance

Join the movement

We are excited to offer you the opportunity to be part of the movement through sponsorship. As a sponsor, you can shape the future talent landscape by investing in the growth of multicultural leaders and their champions.

We offer five sponsorship levels designed to maximize your brand's impact and meet your specific objectives. Additionally, we are open to customizing a package that aligns with your unique needs and budgetary considerations.

For more information on sponsorship opportunities and to discuss customized packages, please contact us at info@zeraconsulting.com

SPONSORSHIP PACKAGES:	$75K	$50K	$25K	$15K	$5K
Multicultural Woman Registration	30	20	10	5	3
Champion Registration	30	20	10	5	3
Social post promotions to 6,000+ Instagram, Facebook, & LinkedIn	3	2	1	1	
Company logo on all marketing materials, including digital ads and flyers	✦	✦	✦	✦	✦
Include mention in press releases, media, and website promotions	✦	✦	✦	✦	
Welcome remarks from organization representative (2- 3 minutes)	✦	✦	✦		
Company (executive) to participate as part of a panel or a keynote speaker	✦	✦			
Sponsorship of one event workshop	✦				
Company video (2 minutes) to be played during the conference	✦				
(2) 30-second host-read ads on the What Rules!? Podcast	(pre-roll)	(mid-roll)	(mid-roll)		

Brought to you by

What Rules!? Leadership Conference is brought to you by the What Rules!? Podcast and ZERA Consulting, a company that helps organizations do leadership different.

Founded by organizational leadership experts Dr. Merary Simeon and Alisa Manjarrez, ZERA pairs research and expertise with action, not aspiration, to further company cultures centered on support and sponsorship.

The What Rules!? podcast highlights multicultural women in the workplace who have overcome cultural barriers and mastered the art of resilience.

For more information, visit whatrulespodcast.com



Merary Simeon and Alisa Manjarrez at the 2023 Leadership Conference