



# Media Kit 2023



## ENABLING WORKPLACE

Collective is enabling workplace by bringing together workplace professionals in new and dynamic ways.

By sharing resources and community, we connect them to the solutions they need to create a better future of work and place.

We'd love for you to join us.

# Opportunities

- **Newsletter:** Collective Bookmarks
- **Events:** Collective Table
- **Podcast:** Collective Voices (Coming Soon)
- **Media Partnerships**



# Collective Bookmarks

Banner ads are included in the Weekly (Wednesday) newsletter

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## 3. Are Our Brains Designed For The Modern Workplace?

In a fascinating discussion with John Medina the author of "Brain Rules For Work," Kevin Dickinson of *Big Think* dissects whether our modern workplaces align with the way our brains have evolved to function. They discuss what we can do to make our modern workplace fall more in line with the way our brains function, what we do and don't know about how our brains work, and even why parental leave is vital. If you read one article from this section in depth this week, let this be it.



As workplace leaders we need to understand what is solid science and what is pseudo-science when designing programs and places to enable employees. For that reason having our hand on the pulse of modern research is critical. Our biggest takeaway from the entire interview was just how important it is for us to feel safe at work. Our faculty to think and process information is massively impacted when we don't feel safe. Helping employees avoid going into survival mode is definitely something we as workplace professionals can help design programs and spaces for. Click below for more.

[Read More](#)

1280x400

# Collective Table Series

- Bringing together workplace, HR, CRE, and IT practitioners to discuss our interrelated fields
- Connect with end users and develop stronger ties within the Collective community
- Listen and learn about the problem statements of other practitioners
  - Dinner Series
    - 10-12 Person Activations In Los Angeles, Atlanta, New York, Boston, San Francisco, and Austin
  - Mix and Mingle Series
    - 30-50 Person Activations
  - Collective Café
    - Large Scale restaurant buy out with cross functional community



# Media Partnerships

- Sponsored Content on our site pre- or post- event to drive awareness, increase ticket sales, or summarize event highlights.
- A Collective representative can provide live social media coverage on Instagram, Twitter, YouTube and Tiktok
- Collective representative to attend/co-host/moderate events or panels.
- Content development for live discussions.
- Custom video from events to share with your social followers and promote on-site.
- Custom opportunities available
- Please contact us at [hello@collectivewp.com](mailto:hello@collectivewp.com) to discuss

**THANK YOU**

We're excited To  
build with you

