

2024

Rarefoot Business

MARKETING ON THE MEDITERRANEAN

PROFESSIONAL DEVELOPMENT
ON THE OPEN SEAS!

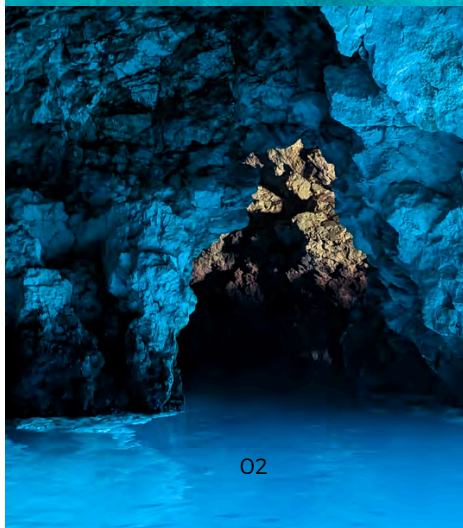
CROATIA SEPT 27-OCT 1 & OCT 1-5



CODE OF CONDUCT

Be present
Be purposeful
Be generous
Be whole-hearted
Be patient
Be just
Be grateful
Be a great listener
Be creative
Be playful
Be mindful
Be hopeful
Be excited
Be truthful
Be hospitable
Be adaptable
Be kind
Be forgiving
Be joyful
Be vulnerable
Be courageous
Be empathetic
Be genuine
Be friendly
Be open-minded
Be free

Our only NO:
No hard sales.



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Founders' Note



BREATHE IN


BREATHE OUT



We're thrilled to invite you to an unparalleled business retreat aboard a chartered yacht, cruising the azure waters of the Adriatic.

Choose your adventure: either a 3-day or 4-day island-hopping journey, blending relaxation with our signature Spontaneous Think Tank sessions, intertwined with professional development sessions relevant to your business today and in the future.

Unlike any conventional retreat, our discussions will be participant-driven, offering a fresh and dynamic approach to problem-solving and brainstorming. Imagine delving into spontaneous topics of mutual interest, surrounded by the inspiring beauty of the Adriatic islands.



This retreat isn't just about escaping the office; it's about engaging with your peers in a setting that encourages creativity and collaboration. Our goal is to return you home not just refreshed, but invigorated with new ideas and insights.

Spaces are limited for this exclusive experience.

Secure your spot on this voyage of discovery, networking, and unparalleled brainstorming. Let's set sail on a journey of professional growth and unforgettable memories.

See you soon!

Liz & Nicole



P.S. Spouses welcome!

SOLVE YOUR BUSINESS PROBLEMS IN...

Spontaneous Think Tanks

Barefoot Business's primary source of educational content is... YOU!

We kick off the magic by crowdsourcing the challenges you're currently trying to overcome, the future you're trying to build, and the expertise that you can share.

From those insights, we'll craft a series of dedicated, deep-dive, peer-led sessions. If you're offering expertise, you may be selected to lead or co-lead a session.

If you're seeking to solve a particular challenge, you can lead your own focus group or advice session, asking session participants for their expertise and guidance.

Each session is one hour long and will take place in casual environments. Want to host your session on the beach? Go for it! Sessions during dinner pods? Yep. Need more time for an impromptu advice-gathering session? We'll make time for it.

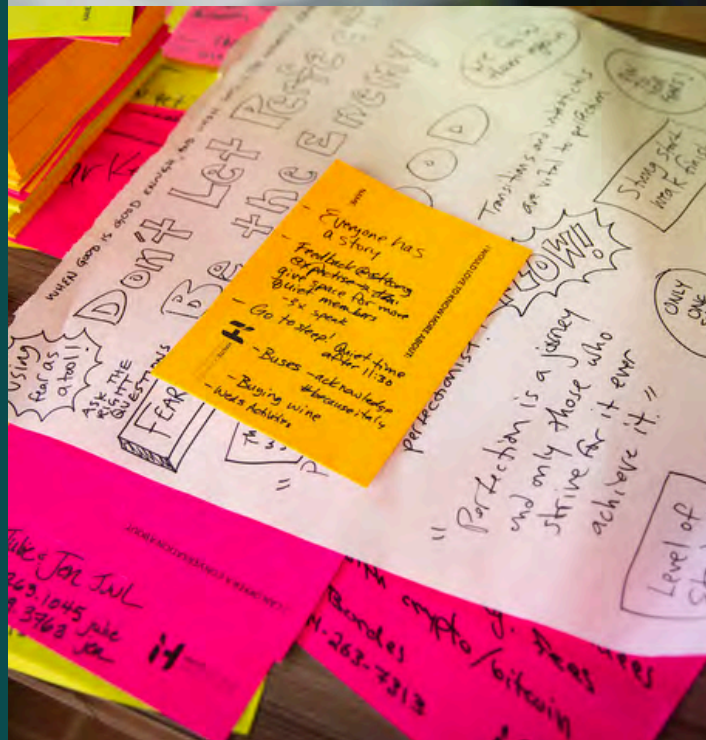
Your time with some of the greatest minds in marketing and events will help you overcome roadblocks, learn new ways to break into new accounts, and plot out how to make this your best year yet.

Take it step by step:

Step 1: Crowdsourcing topic of conversations. Challenges. Solutions.

Step 2: Review the insights and craft the sessions. Assign session leaders.

Step 3: Solve world peace.





It's who you know.

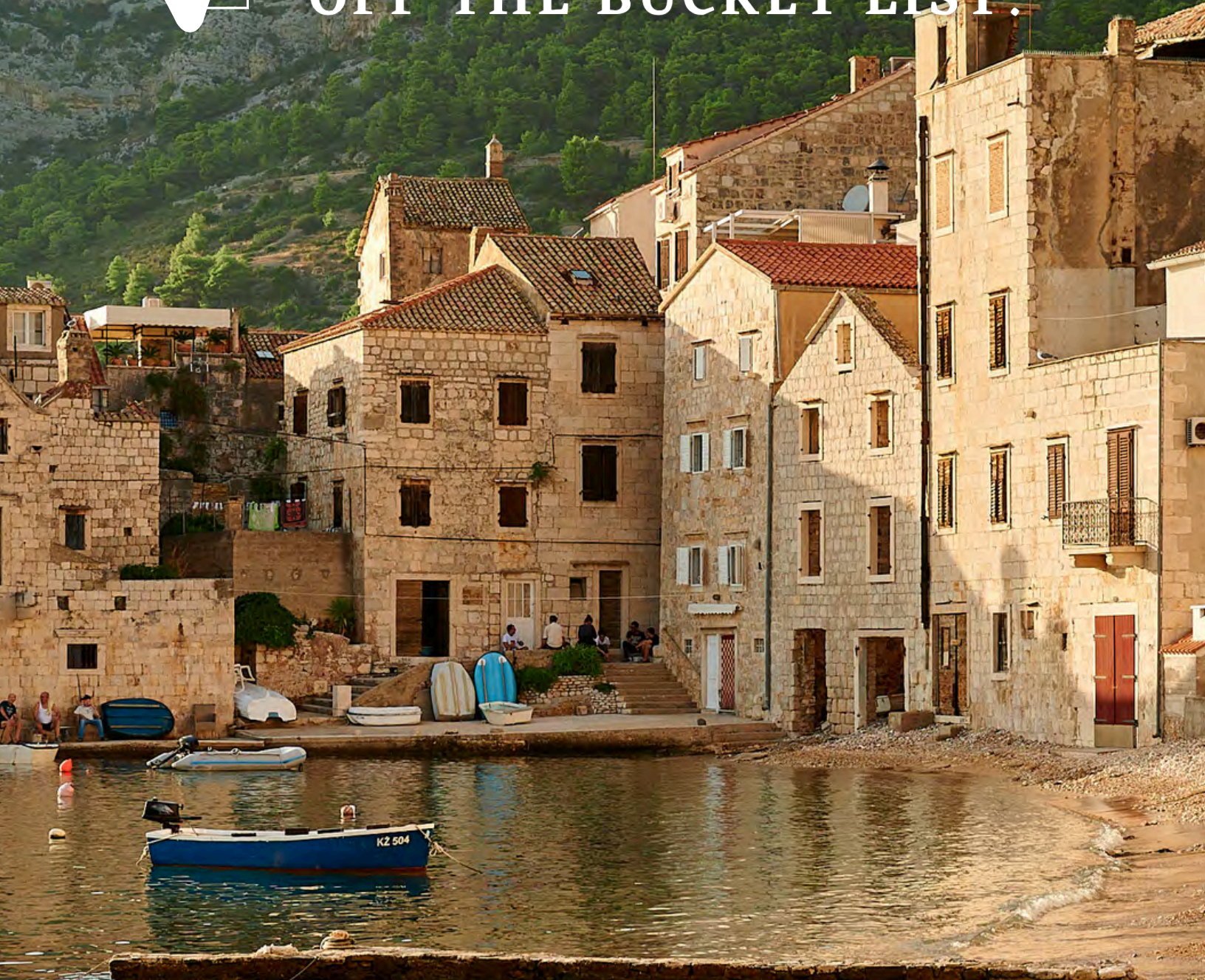
Our Humanifesto

We believe shared experiences that evoke an emotional response and are anchored in conversation create genuine connections that drive profitable relationships. And we build shared experiences so you can make those genuine connections.

Our only rule: No selling. Our gatherings are about building connections. Doing business together can come later.



CHECK CROATIA
OFF THE BUCKET LIST.



BAREFOOT BUSINESS CROATIA
SAIL #1: SEPTEMBER 27-OCTOBER 1
SAIL #2: OCTOBER 1-OCTOBER 5



Sail #1

The Schedule

Okay, so you're on a yacht! But that doesn't mean you can't get hella business value from this conference. We'll craft our sessions during times at sea and intersperse them with incredible experiences.

September 27, 2024

- Arrivals/Naps
- City activities
- Dinner + crowdsourcing

September 28, 2024

- Breakfast at the hotel
- Set sail at lunchtime
- First water activity stop
- Dinner

September 29, 2024

- Breakfast & YACHT Talks
- Business problem-solving sessions
- Lunch
- Water activities
- Dinner & post-dinner activities

September 30, 2024

- Breakfast & YACHT Talks
- Business problem-solving sessions
- Lunch
- Activities
- Dinner

October 1, 2024

- Breakfast
- Session wrap-ups
- Departures

Private cabin (Deposit: \$1,000)
Ichi Insider: \$3,000
General Admission: \$3,750

Private shared king cabin (you+spouse) (Deposit: \$1,000)
Ichi Insider: \$3,000 + \$500
General Admission: \$3,750

Shared (2 twins) cabin (you+friend) (Deposit: \$500)
Ichi Insider: \$1,500
General Admission: \$1,875

Y.A.C.H.T. Talks:

Your Adventure in Creative and Holistic Thinking

(NO) MAN OVERBOARD

Our goal is to get you to think differently about health and wellness when it comes to events. It doesn't have to mean adding a 5K to your conference or planning 6am yoga before your 8am keynote.

Emotional Agility

Dr. Jess Garza, Performance Psychologist
Develop mental readiness, emotional intelligence and self-confidence to optimize your potential both on a personal and professional playing field.

Designing Wellness Into Your Program (without the cringe)

David T. Stevens, Return on Wellness | Olympian Meeting

Fuel Your Brain

Dr. Rachelle Soper, Nutrition by MD
Ensuring your meetings and events are nutritionally supporting the cognitive engagement your attendees need to success.

Note: This is a Sail #1 Session



Dr. Jess Garza
Performance Psychologist



David T. Stevens
Return on Wellness



Dr. Rachelle Soper
Nutrition by MD

ALL WORK (AND ALL PLAY)

Crafting Playful Experiences that Drive Business

Marisa Nebosky, Former Head of Experiential, LEGO

When your brand is built on fun, crafting messages and experiences that tie brand loyalty to driving sales is serious business. Marisa will share her story of how she led strategy and execution of an integrated global marketing campaign around sending the first official LEGO® Minifigures to space as part of NASA's Artemis I Mission.

Note: This is a Sail #1 Session



Marisa Nebosky
Former Head of Experiential,
LEGO

Sail #1: Sept 28-Oct 1



WHO'S ON *the boat?*



Julie Jackson
President
Devlin Hair



Melissa McElroy-
Turpin
Director of Events
AAPC



Joanna Gibson-
Coburn
Content Marketing
Manager
Hart InterCiviv



Marisa Nebosky
Global Event Leader
Ex-LEGO, Ex-Bose



Monique Rochard-
Marine
Head of Global Travel,
Meetings & Events
Cordis



Jill Leithner
Director, Executive
Event Programs
Intel



Rachelle Soper
ER Doctor & Certified
Nutritionist
Nutrition by MD



Leanne Velky
Registration Expert



Kamryn Bryce
Community Manager
Club Ichi



David T. Stevens
Co-Founder
Olympian Meeting



Heidi Hiller
President
Innovative Party
Planners



Liz Lathan, CMP
Co-Founder
Club Ichi | The
Community Factory



Dr. Jess Garza
Performance
Psychologist



Tom Slocum
President
The SD Lab



Nicole Osibodu
Co-Founder
Club Ichi | The
Community Factory



Sail #2

The Schedule

Wanna be at sea a little longer? Sail #2 has an extra day at sea. Trust us, it's worth it spending that extra day with us.

October 1, 2024

- Arrivals
- Set sail by 2pm
- First water activity stop
- Dinner & crowdsourcing

October 2, 2024

- Breakfast
- Business problem-solving sessions
- Lunch
- Water activities
- Dinner & post-dinner activities

October 3, 2024

- Breakfast
- Business problem-solving sessions
- Lunch
- Water activities
- Dinner & post-dinner activities

October 4, 2024

- Breakfast
- Business problem-solving sessions
- Lunch
- Activities
- Dinner

October 5, 2024

- Breakfast
- Session wrap-ups
- Departures

Private cabin (Deposit: \$1,000)
Ichi Insider: \$3,500
General Admission: \$4,250

Private shared king cabin (you+spouse) (Deposit: \$1,000)
Ichi Insider: \$3,500 + \$500 for spouse
General Admission: \$4,250 + \$250 "plus 1" fee

Shared (2 twins) cabin (you+friend, paid separately)
(Deposit: \$500)
Ichi Insider: \$1,750
General Admission: \$2,250

Y.A.C.H.T. Talks:

Your Adventure in Creative and Holistic Thinking

CREATIVITY

Blowing the Lid off the Upfronts

Kyle Morris, NMR Events

Fresh off of the Disney Upfronts that made global headlines, we'll explore how an agency team had to out-think Disney while harnessing the magic that makes Disney a beloved brand.

Note: This is a Sail #2 Session



Kyle Morris
NMR Events

LEADERSHIP

Leading Through Transformative Times

Julie Jackson, President, Devlin Hair

As the new President of Devlin Hair, Julie has led the company through a transitional time with the founders stepping away from the day-to-day business. She'll share the challenges and celebratory moments that have come from big transitions.

Note: This is a Sail #2 Session



Julie Jackson
Devlin Hair

COLLABORATION

Working in The Matrix(ed Organization)

Teodora Neeva, Semperis

As head of events for a multi-national cybersecurity company, Teodora knows a thing or two about collaboration in a tough environment. From top secret information to encrypted files, bringing teams together to craft customer experiences that think outside the black box is a masterful skill. Teodora would tell us how she does it, but then she'd have to kill us. Just kidding. She's going to tell us.

Note: This is a Sail #2 Session



Teodora Neeva
Semperis

Sail #2: Oct 1-5



WHO'S ON *the boat?*



Julie Jackson
President
Devlin Hair



Wendy Porter
Founder
Wendy Porter Events



Gabriela Neves
Partner
Factory 360



Teodora Neeva
Sr. Manager, Events
Semparis



Megan Powers
Sr. Program Manager
Oracle



Brandy Thigpen
VP Event Mktg
City National Bank



Kyle Morris
Vice President
NMR Events



Joe Rivers
Event Strategist



Kamryn Bryce
Community Manager
Club Ichi



Jennifer Dalton
Global Event Manager
HiTech Industry



Jennifer McDevitt
Founder
JV Events



Liz Lathan, CMP
Co-Founder
Club Ichi | The
Community Factory



Dr. Jess Garza
Performance
Psychologist



Diane Braga
Director, Industry
Events
Synack



Nicole Osibodu
Co-Founder
Club Ichi | The
Community Factory



NOW TO CHOOSE: 3 OR 4 DAYS

Would you prefer a 3-day journey, immersed in innovation and stunning seascapes, or extend to 4 days, enhancing your experience with additional excursions and deeper connections?

Both options offer a unique blend of professional development and breathtaking moments, from Mediterranean delights to potential dolphin sightings. Each choice is a step away from conventional industry events, designed to foster career growth, meaningful connections, and unforgettable adventures.

Our Barefoot Business Retreats are the gateway to transformative experiences. Choose your duration, and let's set sail towards unparalleled growth and networking.

For more details on making your choice and what each option entails, please visit www.weareichi.com/gatherings.

