



Leadership Conference



The City of Burleson Economic Development Corporation created this event to provide valuable resources for attendees to enhance their current skill set, collaborate with like-minded professionals and become better leaders within their community

Project U is a full-day leadership conference, featuring nationally recognized leaders, authors and business professionals

2025 Speaker Lineup

Leigh-Katherine Bonner

- Storyteller & Forbes Magazine 30 under 30
- Topic: Leadership through the Eyes of a Beekeeper



Amanda Box

- Founder and CEO, Box Communication
- Topic: Communication through Change

Danny Goldberg

- Development Coach
- Topic: Infinite ROI of Leading with Care

Greg Offner

- Author, Workforce Strategist and Sneaker Aficionado
- Topic: Tip a Jar Culture, Improve workforce retention increase engagement



Jon Acuff *Headliner*

- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking



Budget

Project U Leadership Conference Budget

Sponsorships	\$57,700
Ticket Sales	\$35,050
EDC Budget	\$40,000
 Total Revenue	 \$132,750
 Total Expenses	 \$126,299
 Estimated Net Total	 \$6,451

The total amount to book and provide travel for all proposed speakers will not exceed \$97,250.00



Requested Council Action

- Approve a minute order ratifying the 4A Economic Development Corporation Board's action approving speaking contracts for the 2025 Project U Leadership Conference
- Deny a minute order ratifying the 4A Economic Development Corporation Board's action approving speaking contracts for the 2025 Project U Leadership Conference

**Project U Leadership Conference
February 18, 2025**

Tickets On Sale October 1, 2024