



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 Board Action

- Approve speaking contracts with all speakers for the 2025 Project U Leadership Conference as presented
- Deny speaking contracts with all speakers for the Project U Leadership Conference

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

**Tickets On Sale October 1, 2024**