



10
YEARS

SIGNSAWARD

SETTING THE TONE. SOCIAL LEADERSHIP.

1. July 2021 | BMW World | Munich

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*„There is no stability without solidarity
and no solidarity without stability“*

José Manuel Barroso

SIGNSAWARD GALA AND CEREMONY

6.00 p.m. Reception with flying buffet

7.00 p.m. Gala and Award Ceremony

SIGNSAWARD SETTING THE TONE. SOCIAL LEADERSHIP.

The SignsAward honours outstanding sign-makers from the fields of business, politics, science and culture and thus sets an example for society.

It stands for social recognition and as an award for courageous, impulse-giving personalities and companies.

In the anniversary year 2021, the “angle of vision” of the SignsAward is even more focused - towards society orientation.

SIGNSAWARD SOCIAL RESPONSIBILITY | SOCIAL LEADERSHIP

The SignsAward honours all those, who go ahead, who want to move and make a difference:

- Create added value outside the direct sphere of action
- Set an example of values
- Have openness of thought
- First and foremost, have the courage to take the many risks involved in implementation.

There are countless examples; the SignsAward honours exemplary individuals, personalities and companies as role models and masterminds who bring concepts such as **relevance, impact and purpose** and **sustainability** e.a. to life, live them out in everyday life and implement them in an exemplary manner. The laudators also speak not only for the Award winners, but for Social Leadership that is lived and experienced; they are chosen with care and stand for vision and further thinking.

Previous awardees (in their respective capacities):

José Manuel Barroso, President of the European Commission • **Thomas Bach**, IOC President • **Philipp Justus**, Managing Director Google Germany • **Sascha Lobo**, Author, blogger, digital thought leader • **Winfried Kretschmann**, Minister President Baden Württemberg • **Manuel Neuer**, Athlet

Previous laudators (in their respective capacities):

Tilman Aretz, Editor-in-Chief n-tv.de • **Dorothee Bär**, Minister of State for Digitalisation • **Mario Draghi**, President of the European Central Bank • **Ban Ki-Moon**, Secretary General of the United Nations • **Hildegard Müller**, President of the VDA • **Günther Oettinger**, EU Commissioner • **Dr. Hans-Gert Pöttering**, President of the EU Parliament • **Marcel Reif**, Sports commentator

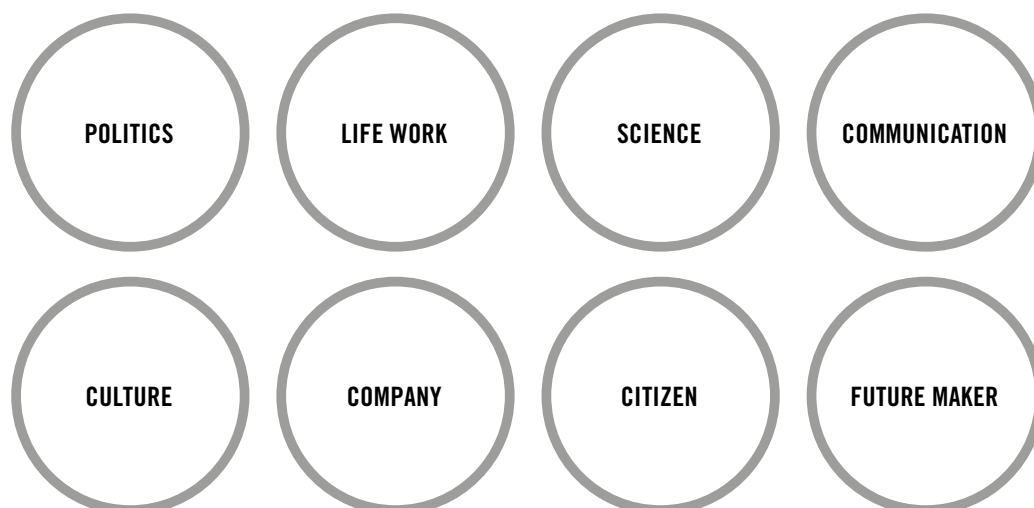
SIGNSAWARD OPEN TO THE FUTURE | TIMELY | VALUE-CONSCIOUS

The SignsAward 2021 will be presented in 8 categories at an exclusive gala with a high-profile media presence and up to 300 hand-picked guests, high-ranking personalities and decision-makers from business, politics, culture, sport and science.

The location for this unique event in Germany will provide an unforgettable setting - the SignsAward 2021, the "Oscars" for social leadership will be presented in the exclusive BMW Welt | Munich in 2021.

SIGNSAWARD GOES SOCIAL LEADERSHIP AWARD

CATEGORIES 2021



SIGNSLOUNGE EXCLUSIVE | INFORMAL | PERSONAL

"Meet & Greet" in the SignsLounge. The publishing family invites you to an aperitif in an exclusive circle. Before the gala, you will have the opportunity to exchange ideas with award winners, laudators and high-ranking personalities from business, politics, culture, sport and science in the "Signs.Lounge". Something very special - exclusive networking at the highest level.

SIGNSCIRCLE GROUNDBREAKING | INNOVATIVE | FORWARD-THINKING.

Together with our Ambassadors, the Ambassadors for Social Leadership in Germany, we continue to develop the format of the SignsAward. As impact givers, the Ambassadors position the cause in society in depth, with media power and broad impact. The SignsCircle is an exclusive offer - we would be happy to provide you with more details.

FACTS & FIGURES

SIGNSAWARD21 | Gala and Award Ceremony

PEOPLE

Up to 300 guests (following COVID requirements)

- National and internationally known personalities
- High-profile decision-makers from business and society
- Top politicians and opinion leaders
- Broadly effective multipliers from the media and sport
- Unconventional thinkers from art and culture

MEDIA REACH

Content and messages are disseminated through the following variety of media and multipliers:

- Media reach of the WEIMER MEDIA GROUP | print | online | TV | social media
- Media reach of national media partners TV | print | online | social media
- Media reach of additional media cooperation partners across all media categories
- Invited press

ADDED VALUE

- Attention-grabbing and informal way to represent the company
- Networking with high-calibre decision-makers from business, politics, culture, sport and science in elegant and exclusive surroundings
- In-depth media presence and media contacts as well as contributions for own social media marketing such as intranet, Instagram, Facebook & LinkedIn and many more for company positioning | brand expansion and product placement.

WEIMER MEDIA GROUP multimedial in time trendsetting

The WEIMER MEDIA GROUP specialises in high-quality journalism and multimedia business, political and financial publications. The group publishes the debate magazine "The European", "Die Gazette", the business newspaper "Wirtschaftskurier", the growth magazine "Markt und Mittelstand", "BÖRSE am Sonntag", "Anlagetrends" and the satirical magazine "Pardon". The publishing group owns one of the largest databases for e-mailing communication in Germany. In addition, the publishing house has made a name for itself with congresses and business events. The top-class events of the year include the "Ludwig Erhard Summit" as the start of the year for decision-makers at Lake Tegernsee. In the summer, the SignsAward honours the commitment of sign-makers with a focus on social leadership, and in the autumn the "Mittelstandspreis der Medien" honours small and medium-sized businesses in Germany. The publishing group produces books and business magazines (CH. GOETZ-VERLAG) and is active as an online publisher.