

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**



To: Ames Media
From: Ames Chamber of Commerce
Date: May 4, 2017
Re: Leadercast Ames

World's Largest One-day Leadership Conference to be Simulcast in Ames – May 5

Ames, IA – Community and business leaders can access the knowledge and experience of world-renowned leaders by attending Leadercast® Ames on May 5, 2017 from 8am – 4pm.

The Leadercast event is broadcast LIVE from Atlanta, GA to hundreds of sites around the world, including Ames. This year marks the seventeenth year of the annual leadership conference and the 3rd year the Ames Chamber of Commerce has hosted the event in Ames.

The theme of this year's conference is, "Powered by Purpose." Purpose is what defines us, drives us, and empowers us. It is the glue for an organization and the fuel for an individual. Today's organization can't rely on old practices. A new organization is emerging and at the center of its driving force is the igniting power of purpose.

- Companies with ideals of improving people's lives at the center of all they do outperform others by 400%
- More than 70% of people consider an organization's environmental and/or social impact when deciding where to work
- Employees that feel they are working towards a good cause show increased productivity by up to 30%
- People who are able to make a social or environmental impact on the job are more satisfied by a 2:1 ratio

The conference will allow attendees to discover the steps they can take to uncover their purpose, to reconnect to their organization's "why", to attract and engage the right people for your efforts and to thrive as a team. Key speakers – with purpose-driven leadership– will inspire the more than 200 people who attend locally, and the more than 100,000 people who will attend the event live in Atlanta or at hundreds of other simulcast locations in more than 20 countries. Among the keynote speakers are:

- Daniel Pink - Behavioral Science Expert, Best-Selling Author, & Host of Crowd Control
- Molly Fletcher - Former Top Sports Agent & Author
- Andy Stanley - Leadership Author & Communicator
- Suzy Welch- Author, TV Commentator, & Business Journalist
- Henry Cloud- Acclaimed Leadership Expert, Clinical Psychologist, & Best-Selling Author
- Jess Ekstrom- CEO of Headbands of Hope
- Tyler Perry- Director, Playwright, Screenwriter, Producer, Actor, Author & Entrepreneur

-more-

For years, [Leadercast](#) has brought people together and equipped them to become better leaders, managers, community members, and employees

The event will be held at the Cornerstone Church auditorium in Ames. Ticket price includes lunch, a Leadercast 2017 souvenir gift and refreshments throughout the day. For more information about Leadercast, visit www.leadercast.com. To purchase tickets, call 515-232-2310 or visit www.ameschamber.com.

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