

Structure for Landing Page

Inspiration/Style guide

1. <https://tech.eventhive.ng/>
2. <https://africatechnologyexpo.com/>
3. <https://www.eidfestlagos.com.ng/gallery>

Color code guide

Red: New feature

Yellow: Nice to have/suggested features

Homepage:

1. Taskbar- each section here leads to an external page

- **Event Brochure:** link to brochure
- Gallery:
 - [NGM Conference 1.0](#): 5-10 catchy pictures
 - [NGM Conference 2.0](#): 5- 10 catchy pictures
- **Contact us:** scroll down feature to the bottom of the page
- **Become a Sponsor:** link to sponsorship deck
- **Be a part of our community:** link to NGM's Conference substack
[<https://ngmconference.substack.com/>]
- Buy Ticket [button]

2. Theme Section

- **Image overlay/ background picture**
- Theme:
- CTA:

Join us this year as we set to gather successful trailblazers and industry leaders to share their knowledge and perspectives that goes beyond the traditional business rulebook.
- Reminder
- Buy Ticket [button]

3. About NGM Conference

- Conference Stats:
 - Highlight of the NGM Maiden Conference
 - THEME: Promoting INNOVATIVE LEADERS of Tomorrow (PILOT)
 - Key Stats:
700+ Attendees
13+ Speakers
 - NGM Conference 2.0 In Retrospect
 - THEME: Solving TOMORROW'S PROBLEM TODAY. Empowering the Next Generation of Solution-Seeker
 - Key Stats:
1000+ Attendees
15+ Speakers
- About NGM Conference:

Nasir Giwa Mentorship (NGM) platform is a mentorship community for both students as well as early and mid-stage career professionals who aspire to be leaders, entrepreneurs and/or business executives.

The NGM Conference is an event that brings together a community of like-minded individuals who can share their knowledge and experiences, and inspire each other to achieve their full potential.

 - Event highlights; slide show/carousel of pictures
 - Reserve Seat [button]

4. NGM Conference so far

- Timeline feature
- NGM Conference 1.0
 - Image
 - Content: *The maiden conference titled "Promoting Innovative Leaders of Tomorrow (PILOT)" was held in 2021 where over*

700 participants across the country and top executives across different economic sectors of the nation were in attendance.

◦ Catch the replays [button]- link to youtube page

- NGM Conference 2.0

- Image

- Content: *NGM Conference 2.0, themed “Solving Tomorrow’s Problems Today: Empowering The Next Generation Of Solution Seekers”, also attracted hundreds of prospective young leaders from diverse backgrounds and featured discussions on Business, Leadership, Entrepreneurship, and Innovation.*

- Catch the replays [button]- link to youtube page

- NGM Conference 3.0

- Image to use

- Content: *This year’s conference themed Venture Forward: Innovate, Create, Succeed ,participants will explore a world in which entrepreneurship extends beyond the corporate setting and includes social enterprises, creative pursuits, technical advancements, and more.*

- Get your tickets! [button]

5. Past Sponsors

- Slide show/ Carousel feature

- [All sponsors logo](#)

6. Event Agenda - TBC

7. Our Past Speakers: Name & Role

- [NGM Conference 1.0](#)

- [NGM Conference 2.0](#)

- [Speakers details](#)

- NB: pictures should be hyperlinked to their LinkedIn page only

8. Highlight video of NGM Conference 2.0

<https://drive.google.com/file/d/1Fs3W6VanuIBPMTpu7bGZ0tFOLtPbC2Ki/view?usp=drivesdk>

9. What's new in NGM Conference 3.0 - inspo from eventhive site

- Networking Mixer: This year we are making it possible to *engage in insightful conversations and forge valuable connections at the NGM Conference 3.0*
- Team-building exercises: *Get ready to enhance collaboration through our dynamic team-building exercises designed to foster synergy among participants.*
- Startup pitch: *Be a witness as innovative minds take the startup stage to pitch their groundbreaking ideas in front of a diverse set of panel*

10. Get your ticket, do not miss out!

- Marketing Content- TBC
- Location
- Date
- Get Venue Direction [button]
- Ticket sample + Perks

11. Frequently Asked Questions

- How do I register for the event?
Answer: You can register here on [link to ticket site]
- How much does the ticket cost?
Answer: Regular ticket costs ₦3,500, while ticket purchase on event day is ₦5,000
- What time does this event start?
Answer: The event starts at 8:00am with a pre-event activity that runs through to 9:45am.
- What does the pre-event activity entail?
Answer: During the pre-event, 4 concurrent activities will take place. There will be a complimentary check up, resume-writing workshop, business consultation for SMEs and career chats to enhance your professional development

- Can I attend the event virtually?
Answer: No you can't. This is an in-person event.
- Will I be granted entry without a ticket?
Answer: No, registration is mandatory
- Do I have to print out my ticket?
Answer: No, you can simply show your e-ticket with your mobile phone
- What is the dress code for the event?
Answer: The dress code for the event is business casual
- Are there any age restrictions for registration?
Answer: Yes, one must be at least 16 years of age
- My question has not been answered, who should I contact?
Answer: Please send an email to conference@ngmplatform.com and we would give a response shortly

12. Get first hand news from us!

- Subscribe to our newsletter
- Contact us: link to email- conference@ngmplatform.com
- Be a Volunteer- link to application link
- **Become a Sponsor**
- Follow us on our socials
 - Instagram: <https://www.instagram.com/ngm.conference/>
 - Twitter: https://twitter.com/NGM_Platform
 - LinkedIn: <https://ng.linkedin.com/company/ngm-platform>