

— PRESENTED BY THE SCHOOL OF PLAY

# Creating conferences people **never** forget.

Conference Experiences, Leadership & Culture.

**25+**

Countries presented in

**10+**

Years building culture

**1000s**

Delegates connected

**2**

Speakers, one mission

Every conference has a purpose: to inspire, to connect, to challenge thinking, and to equip people with practical ideas they can take back into their workplaces and communities. At The School of Play, that's exactly why we exist. More than a decade ago, we discovered that while knowledge is important, it is human connection that creates lasting change.

Today we work with educators, corporate teams, sporting organisations, government departments, health services, local councils and community organisations across Australia and around the world, helping thousands of people experience the power of connection, leadership, wellbeing and play.

## ON STAGES AROUND THE WORLD



CORPORATE KEYNOTES



SCHOOLS &amp; STUDENTS



INTERNATIONAL CONFERENCES

## — WHY WE EXIST



# When people feel connected, everything gets better.

Teams communicate better. Leaders lead better. People perform better. Culture becomes stronger. Wellbeing improves.

What began in schools has grown into something much bigger. We've dedicated our careers to helping organisations build stronger cultures through experiences that are engaging, practical and unforgettable.

Our sessions blend evidence, storytelling, practical strategies and interactive experiences that create genuine moments of connection. We don't believe audiences should simply listen to another keynote, we believe they should leave feeling energised, connected and ready to create positive change.

“

**To create experiences that people remember long after the conference is over.**

THE SCHOOL OF PLAY

## Meet the Team



### Paul Campbell

**Former teacher & Assistant Principal · Former Player  
Wellbeing Manager, Collingwood FC · Leadership & culture specialist**

Paul has spent his career exploring one question: what brings out the very best in people? His work has taken him from classrooms and sporting organisations to conference stages across Australia and internationally.

Known for his authenticity, humour and ability to connect with any audience, Paul combines evidence-based research with practical strategies people can immediately implement.



### Dale Sidebottom

**Former teacher · International keynote speaker · Founder · Play & wellbeing specialist**

Dale is recognised internationally as one of the world's leading advocates for using play to improve wellbeing, connection and workplace culture, delivering keynotes throughout Australia, the United States, Asia and beyond.

Dale has an incredible ability to transform a room within minutes, creating environments where people feel safe to participate, collaborate and learn together.

## Better Together. Two different personalities, one shared purpose.

While Paul and Dale regularly present individually, many conferences choose to engage them together, combining humour, storytelling and genuine connection to create an experience unlike a traditional keynote. Because conferences shouldn't just inform people, they should transform them.

# Why Conference Organisers Choose The School of Play

Different audiences. Different industries. Different objectives. But every organiser wants delegates to leave feeling inspired, connected and equipped to make a genuine difference when they return to work.

## Experiences, Not Just Presentations

Through storytelling, participation and practical activities, we create moments people remember. Delegates don't just hear the message, they become part of it.

01

## We Build the Energy of the Whole Conference

A great keynote sets the tone. Whether opening, re-energising or closing the event, our role is to lift the room and create genuine connection.

02

## Practical Ideas That Stick

Every session is packed with strategies delegates can immediately apply. Monday morning should look different because of what happened at your conference.

03

## Interactive Without Being Awkward

We've refined experiences that are inclusive and purposeful. Even the most reluctant participants often become the biggest advocates by the end.

04

## Flexible to Your Conference

We take time to understand your audience, theme and objectives, tailoring every presentation to complement the wider event.

05

## More Than Keynote Speakers

Many organisers engage us as ongoing conference partners, supporting facilitation, workshops and delegate experiences across the whole event.

06

Trusted across **education, corporate, government, health, sport & community.**

## OUR PROMISE

When you partner with The School of Play, you're getting far more than keynote speakers. You're partnering with experienced facilitators who care deeply about your audience, your objectives and the success of your event.

**Because the best conferences don't just share ideas, they bring people together in ways that create lasting change.**

## REAL ROOMS, REAL ENERGY



STANDING OVATIONS



FULL-ROOM ENERGY



GENUINE CONNECTION

# How We Can Partner With Your Conference

We don't offer one keynote, we offer conference partnerships. Together, we'll design an experience that aligns with your audience, objectives and the outcomes you want delegates to take away.

## 01 Opening Keynotes

Create energy from the very first moment, establishing connection and an atmosphere ready for the day ahead.

### PERFECT FOR

- Conference openings
- Leadership summits
- Strategy launches
- Staff conferences

## 02 Closing Keynotes

The final session should be remembered. Delegates leave inspired and equipped with practical actions, ensuring the conference finishes with purpose and momentum.

### DELIVERS

- Momentum
- Clarity
- Practical action

## 03 Breakout Sessions

Smaller groups create deeper conversations. Highly interactive sessions tailored to your theme, giving delegates the chance to experience the concepts.

### POPULAR THEMES

- Leadership
- Team Culture
- Psych. Safety
- Wellbeing
- Connection
- Belonging

## 04 Facilitation & MC

A great MC does more than introduce speakers. We maintain energy, connect the dots between sessions and create a seamless experience start to finish.

### INCLUDES

- Single sessions
- Multi-day events

## 05 Interactive Delegate Experiences

Some of the most valuable moments happen between presentations. We design experiences that encourage delegates to connect and build meaningful relationships.

### RESULT

- Conversations that continue

## 06 Leadership & Executive Experiences

Dedicated sessions before or after the conference for leadership teams looking to go deeper.

### TOPICS

- Leading Teams
- Building Trust
- Culture by Design
- Leading Change

### FLEXIBLE BY DESIGN

Some organisations engage us for one keynote. Others partner with us across an entire conference, facilitating multiple sessions, workshops and networking experiences, built around your audience, objectives and budget.

### EVERY FORMAT, ONE EXPERIENCE



## — LASTING IMPACT

# Turning Conference Inspiration Into Lasting Change

A truly successful conference isn't measured by the applause at the end of the keynote. It's measured by what happens in the weeks and months that follow.

Do conversations change? Do leaders lead differently? Do teams feel more connected? Does the culture actually improve? At The School of Play, we believe the most meaningful conferences don't simply inspire people for a day, **they create momentum that lasts.**

Through follow-up workshops, leadership experiences, practical implementation resources and digital learning, we help organisations transform conference inspiration into meaningful action. Because lasting culture isn't created by one keynote, it's created through consistent moments of connection.

For organisations wanting to continue building connection, wellbeing and culture long after the conference, **The Better Us Project** provides a practical pathway forward, embedding the principles explored during the conference into everyday workplace life.

The platform encourages small, consistent actions that strengthen relationships, celebrate positive behaviours and create healthier workplace cultures over time. It's not about adding more work, it's about making connection part of the way people work together.



## SUSTAIN THE MOMENTUM

The Better Us Project can support organisations through:

Team connection challenges

Leadership development

Wellbeing activities

Culture initiatives

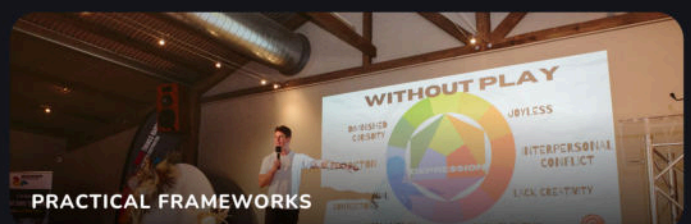
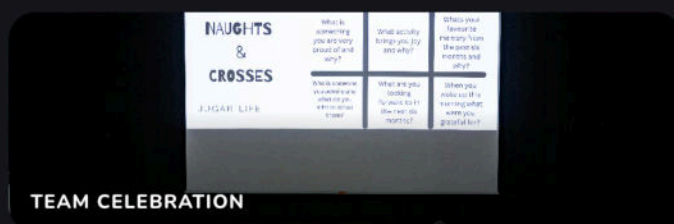
Reflection prompts

Implementation tools

Engagement campaigns

Team recognition

Because the best conferences don't end when the lights go down, they become **the beginning of something bigger.**



## — WHAT PEOPLE EXPERIENCE



# “The greatest compliment isn't that people enjoyed the keynote. It's when they invite us back.”

We're grateful to work alongside organisations that continue to invite us back year after year, one of the strongest indicators an experience has created genuine impact.

“

Spending the day with Dale is akin to an extra pump of chocolate sauce on your sundae. The most positively infectious person I've ever met, he didn't stop smiling for 4 hours straight.

**Laynton Allen**

Managing Director · KidsCo Australia

“

People who had worked together for years left feeling like a completely different team. The sheer amount of connection Paul created in a short time frame was incredible.

**Damian Falkingham**

Head of Workers Compensation Placement · AON Insurance

“

Dale's workshop single-handedly changed the morale of our team. We practice 5 minutes of The Better Us Project every morning, it sets everyone up positively to start the day.

**Mike Davies**

Global Investment Director · Mars Foods Chicago

“

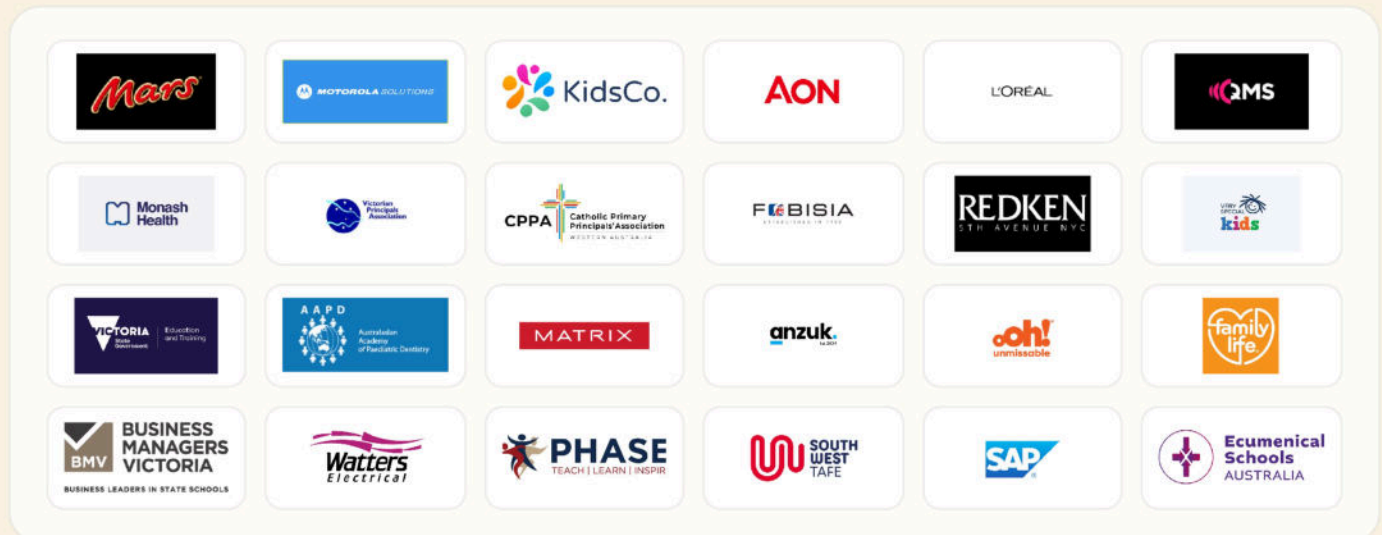
I've never seen our delegates so engaged, from the opening line right through to the final applause, everyone loved participating in Dale's session.

**Andrew Dalglish**

President · Victorian Principals Association

## Trusted Across Australia & Around The World

— Education · Corporate · Government · Health · Community · Sport



From school staffrooms to international conference stages, the mission has never changed: **help people feel connected.**

thebetterusproject.com · Let's create that feeling together.