



**GLOBAL EQUITY ORGANIZATION**  
the future of global employee compensation

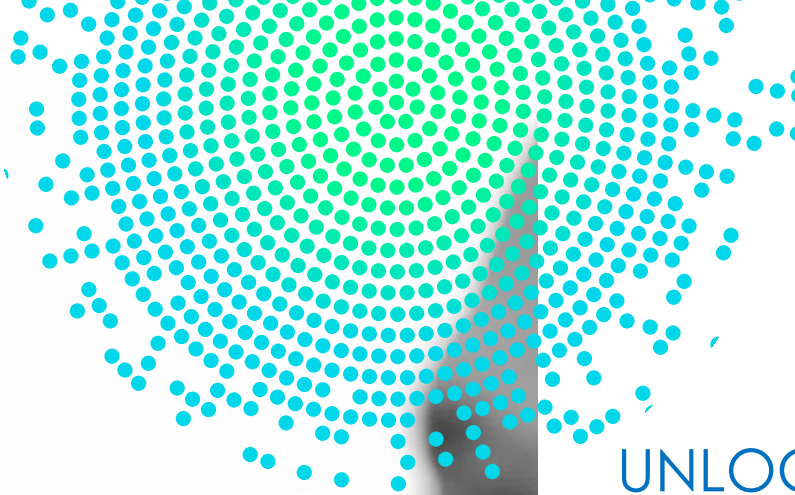
# JOINING GEO

A BUSINESS CASE FOR SERVICE PROVIDERS

**EMPOWERING BUSINESSES**  
THROUGH GEO'S GLOBAL  
RESOURCES AND NETWORK

**READY TO JOIN?**

Contact Zoe Denny-Thomas  
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**GLOBAL EQUITY ORGANIZATION**  
the future of global employee compensation

## UNLOCK YOUR POTENTIAL WITH THE GLOBAL EQUITY ORGANIZATION (GEO)

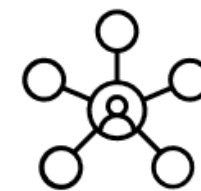
When you join GEO, you gain access to an exclusive and engaged senior-level audience and array of resources tailored to drive business success and accelerate your career growth.

Our members regularly engage with us through:

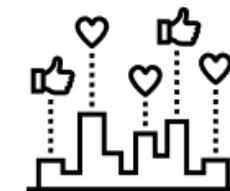
- **Networking opportunities** with peers and industry experts
- **Virtual and in-person meetings and conferences** that foster meaningful connections and drive business growth
- **Cutting-edge learning resources** to stay ahead in equity compensation trends and skills
- **Opportunities for professional development and recognition** including speaking opportunities, and the chance to apply for GEO Awards, Chapter leadership, the GEO Board and Fellowship.

As a GEO member, you'll be part of a vibrant global community of like-minded professionals who share your passion for equity. This collaborative environment offers countless opportunities to learn, share, and grow.

Our membership categories ensure you can access these benefits in a way that best suits your company and team's needs. Your investment in GEO membership provides low-cost, accessible, and highly relevant training, connections, and recognition programs to help you achieve your business goals.



**NETWORK.**



**SHARE.**



**GROW.**

# EXPERIENCE SOMETHING AMAZING WITH GEO

THE WORLD'S LEADING EMPLOYEE SHARE OWNERSHIP COMMUNITY

## ABOUT US

GEO is a global not-for-profit, providing invaluable insights, unparalleled networking opportunities, and must-attend events for equity compensation professionals. Founded in 1999, GEO has been dedicated to supporting professionals navigating the complexities of employee share plans, from small businesses to global enterprises. Today, GEO serves a robust network of over 500 corporate members spanning more than 60 countries.

## ABOUT MEMBERSHIP

GEO is an essential partner for companies seeking to manage and elevate their employee and executive share plan services. Our membership empowers professionals—regardless of location, role, or industry affiliation—to share knowledge and gain expertise on critical aspects of equity-based compensation.

We are committed to:

- Promoting best practices
- Keeping members ahead of industry trends
- Connecting our global community with leading experts and budget decision makers

## YOUR JOINING OPTIONS

GEO offers flexible membership categories designed to suit the needs and budgets of share plan companies of all industries, sizes and geographies.

	Annual fee	Target audience	Key benefits
<b>GLOBAL PLUS PROVIDER</b>	<b>\$13,650</b>	Large global firms	Full range of GEO benefits Preferential sponsorship opportunities Website and GEOconnect listings
<b>GLOBAL PROVIDER</b>	<b>\$8,295</b>	Firms in two or more countries	Full range of GEO benefits
<b>DOMESTIC PROVIDER</b>	<b>\$3,465</b>	Single-country companies	Full range of GEO benefits
<b>SMALL FIRM PROVIDER</b>	<b>\$1,365</b>	Firms with less than 30 employees	Full range of GEO benefits
<b>INDIVIDUAL PROVIDER</b>	<b>\$525</b>	Sole traders	Full range of GEO benefits

MEMBERSHIP FROM JUST \$525/YEAR



# YOUR MEMBERSHIP BENEFITS

YOUR GATEWAY TO PROFESSIONAL GROWTH, GLOBAL EXPERTISE,  
AND INDUSTRY RECOGNITION

**GEO offers unmatched benefits for equity professionals, providing the connections, brand exposure and expertise needed to thrive in a complex and dynamic industry. Whether you're looking to expand your network, position your company and regain recognition in the equity compensation field, GEO is your trusted partner for success.**

## BRAND AWARENESS AND GLOBAL NETWORKING

### Multi-media sponsorship opportunities (Prices as advertised)

Only GEO members may access our diverse on- and offline sponsorship opportunities. From sponsored webcasts to thought leadership initiatives and event exhibiting, packages start from just \$500 and allow our members to access our engaged audience of global decision makers.

### In-person events (Discounted access, speaker and sponsor opportunities)

Build personal connections at GEO's flagship events, regional meetups, and award ceremonies. Gain direct access to key global decision makers in environments that enable you to showcase your expertise, products and services. Only GEO members are permitted to speak at our events.

### GEOconnect (Free access)

GEOconnect is your gateway to a vibrant global community. Connect with peers and experts through the member directory, share insights in discussion groups, and stay informed with the latest industry news. Advance your career with access to job listings and mentorship opportunities.

### Global webcasts (Free access and sponsor opportunities)

Participate in live and recorded webcasts, joining discussions with other top equity experts in your time zone. Access resources like case studies, presentation PDFs, and speaker profiles for in-depth learning direct in the online platform. All webcasts are available as recordings on GEOlearn following the event.

## LEARNING AND PERSONAL DEVELOPMENT

### GEOlearn (Free access)

A cornerstone of GEO membership, GEOlearn provides 24/7 access to over 120 webcasts, webinars, and courses tailored to equity and executive compensation professionals. Covering topics like ESPPs, IPOs, payroll reconciliations, and equity communications, GEOlearn ensures members stay informed on industry trends. Many live webcasts also offer CEP credits, providing additional value for professional certification.

### Bootcamp (Fees apply)

An intensive training program for professionals at any stage of their career, Bootcamp delivers live sessions with subject matter experts. Learn foundational topics like global share plan compliance, tax basics, executive compensation, accounting, and more. The program also includes real-life case studies and interactive Q&A sessions, offering practical insights alongside theoretical knowledge.

### GEOelevate (Free access)

A flexible, member-driven mentoring program that connects experienced professionals with those seeking guidance and support in the global equity community. Apply anytime to share your expertise or gain insights to navigate your career path.

## INDUSTRY RESOURCES AND INSIGHTS

### Global Share Plan Rankings Study (GSPRS) (Free access and sponsor opportunities)

Launched in 2024, this in-depth study ranks the ease of operating employee share plans in over 40 countries. Understand key factors like tax implications, corporate law, cultural attitudes, and political considerations.

### Global Equity Insights Survey (GEIS) (Sponsor opportunities)

Since 2013, the GEIS has delivered invaluable data on compensation practices, including ESG targets, AI in equity, and global mobility. Survey sponsors receive access to the full survey, helping them stay ahead in a rapidly evolving field.

### GEOinsights newsletter and online portal (Free access)

Stay informed with the latest trends, news, and research through GEO's newsletter and online resources.

## RECOGNITION AND REWARD

### GEO Awards (By application)

Since 2001, the GEO Awards have celebrated excellence in global share plan design and execution. Winners gain recognition and inspire others with their innovative practices.

### Fellows of Global Equity (FGE) (By application)

Launched in 2017, the FGE designation is bestowed upon exceptional industry professionals and offers lifetime membership (post-retirement), exclusive networking events, and the ability to share expertise with peers.

### Future Leaders of Global Equity (By application)

This 18-month program supports rising stars in the equity field. Participants receive mentorship, exclusive training, and access to GEO's vast resources to help them excel and shape the future of the industry.

## CHAPTERS AND LOCAL COMMUNITIES

### Chapter events (Free to join and attend)

With 24+ chapters worldwide, GEO ensures members can connect locally while staying globally informed. Chapter engagement and events offer:

- Region-specific education: Learn about local laws, trends, and practices.
- Community building: Forge friendships, find mentors, and contribute to the local equity community.
- Leadership opportunities: Enhance your visibility by volunteering for leadership roles or presenting at chapter events.

# YOUR BENEFITS AT A GLANCE

## TOP 10 REASONS TO JOIN GEO TODAY

- 1. INFLUENCE THE INDUSTRY:** Join a community driving innovation in global equity and executive compensation.
- 2. EXPAND YOUR NETWORK:** Connect with 5,000+ professionals worldwide via GEOconnect, our global webcasts and by attending events at discounted rates.
- 3. PROFESSIONAL RECOGNITION:** Supercharge your career through GEOelevate, the GEO Awards, Fellows and Future Leaders programs, and by applying for the GEO Board.
- 4. SPEAK AT AND SPONSOR GEO EVENTS:** Only members can speak at and sponsor our flagship conferences, awards, and chapter meetings.
- 5. EXPERT-LED LEARNING:** Access over 120 free on-demand webcasts and webinars through GEOlearn.
- 6. BOOST YOUR SKILLS:** Register for Bootcamp, our comprehensive foundational training, and visit GEOlearn for industry training resources.
- 7. STAY CURRENT:** Gain insights from live global webcasts tailored to your time zone, in-person events and GEOinsights online and by email.
- 8. LOCAL CONNECTIONS:** Benefit from free access to 26+ GEO chapters for regional education content and networking.
- 9. INDUSTRY LEADING INSIGHTS:** Drive data-based decisions with GSPRS and GEIS global equity findings and trends.
- 10. UNMATCHED VALUE:** Enjoy free resources, discounted events, and career-defining opportunities from just \$525 – **less than \$45 a month.**

Visit [globalequity.org/join](http://globalequity.org/join) to become part of a global community shaping the future of equity compensation.



CONNECT WITH A  
RELEVANT AUDIENCE  
**55%**  
ARE BUDGET INFLUENCERS



**120+**  
ON-DEMAND WEBCASTS IN  
GEOLEARN



**360+**  
ANNUAL CONFERENCE  
ATTENDEES



**10**  
GEO AWARDS CATEGORIES



**65+**  
GEO FELLOWS FROM 10  
COUNTRIES



**59%**  
MEMBERS INTERACT WITH US  
ONCE A MONTH



**200+**  
GEIS PARTICIPATING  
COMPANIES



**26+**  
LOCAL CHAPTERS



**5,200+**  
INDIVIDUAL MEMBERS



**45+**  
COUNTRIES



**113**  
BOOTCAMP ALUMNI

# JOIN THE INDUSTRY'S BEST

OUR GLOBAL MEMBERS ARE IN GOOD COMPANY

GEO has around 5,000 individual members representing more than 520 companies and professional firms in more than 60 countries around the world.

NETFLIX

Pfizer

amazon



shopify

J.P.Morgan

lululemon

WORKPLACE SOLUTIONS

SIEMENS

Tapestry  
GLOBAL COMPLIANCE PARTNERS

CSC

AngloAmerican

Baker  
McKenzie

Walmart

Unilever



RioTinto

Microsoft

Coca-Cola

ATLASSIAN

KPMG

lyft

airbnb

Johnson & Johnson

...AND MANY, MANY MORE!

VISIT [GLOBALEQUITY.ORG/JOIN](http://GLOBALEQUITY.ORG/JOIN) TO CONNECT WITH OUR MEMBERS

I feel lucky to be part of a community where **sharing experience, insights and ideas** is ingrained in its DNA.

Every GEO event I attend, I learn something, and I share something, it's this **open exchange** that makes GEO so powerful. It's the **heartbeat of share plans** industry globally.

For anyone working in the business, **GEO is the place to connect and grow.**

The door is always open, and everyone is welcome, I cannot recommend getting involved highly enough!

GERI WALL COCA-COLA

Being a member of GEO has been an **invaluable experience** for RewardPro.

The GEO community is **uniquely welcoming and collaborative**, always open to **exchanging ideas and experiences.**

For anyone in the share plans world, GEO offers **unparalleled opportunities to learn, share, and grow.**

We're proud to be part of such an incredible community.

BEN BRETTELL REWARDPRO

To be part of an external community is such a great opportunity to **learn from others' strategies, innovations and industry updates.**

It gives us the opportunity to share what we do in Diageo and **raise our own personal profiles.**

I would urge colleagues to **attend GEO events**, the opportunity to learn from other peers and companies is invaluable.

SHELLEY BOYD DIAGEO



**READY TO TAKE THE NEXT STEP?**

**Contact Zoe Denny-Thomas**

Senior Director, Member Engagement

[zoe.denny@globalequity.org](mailto:zoe.denny@globalequity.org)



All statistics featured in this brochure are sourced from the GEO Edinburgh 2023 and Nashville 2024 survey findings.

**Terms and conditions apply to the offers in this document – contact GEO for details**

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