

The TrueLife Experience 2025 Press Kit

Event Overview

Event Name: The TrueLife Experience 2025

Dates: November 20-21, 2025

Venue: Kempinski Hotel, Accra, Ghana

Theme: The Power of the Mind

Website: www.thetruelifeworld.com

Event Description

The TrueLife Experience 2025 is a transformative two-day immersion designed to catalyze mindset transformation for personal, national, and global impact. Through keynotes, panels, reflections, experiential reflections and curated networking, the event will bring together high-impact leaders, entrepreneurs, creatives, policymakers, and change agents to ignite purpose, clarity, and boldness.

Theme Focus

"The Power of the Mind" highlights how a healthy mind creates business wealth, a transformed mind elevates nations, and an awakened mind changes the world. The experience is designed to unlock the silent force within, to drive identity, leadership, resilience, and a sustainable legacy.

Key Highlights

Powerful keynote sessions by transformative voices

Special address by the Guest of Honor (awaiting confirmation by HE the President of the Republic of Ghana)

Keynotes by Ibukun Awosika and others to be revealed soon

Panel conversations exploring leadership, resilience, and legacy

Gender-based intimate breakout sessions for vulnerability and strength

Experiential reflections through journaling, storytelling and music

Curated networking to foster collaboration and community-building

TrueLife Honors & Legacy Dinner, celebrating impact and honoring legacy

Strategic Impact

The event advances Ghana's development priorities and United Nations Sustainable Development Goals (SDGs) such as No Poverty (SDG 1), Quality Education (SDG 4), Gender Equality (SDG 5), Decent Work (SDG 8), Climate Action (SDG 13), and Partnerships (SDG 17). It directly supports the Aspire 24 initiative, designed to change the mindset and productivity of workers.

Organizers and Convener

Adeko Minds: A Ghanaian marketing and events company with 19 years of delivering purposeful and exceptional experiences.

Every Detail Planners: An events subsidiary specializing in memorable, soulfully curated experiences.

Dedo Kofi – Convener

Entrepreneur, speaker, and transformation advocate with over 22 years in purpose-driven business. Founder of Adeko Minds and Niche Expressions, and currently pursuing a Global Executive MBA at CEIBS.

Key Speakers and Contributors

The event features a curated lineup of distinguished voices from business, governance, creativity, philanthropy, and civil society. Speakers share professional insights and personal stories that embody the event's transformational ethos. (Specific speaker bios and photos to be supplied upon confirmation.)

Who Should Attend

- C-suite and senior business leaders
- Entrepreneurs and founders
- Creatives and artists
- Policymakers and government officials
- HR leaders and culture champions
- Social innovators and philanthropists
- Educators, trainers, and coaches
- Emerging young professionals and leaders

Event Statistics and Facts

Dates: 2 full days, November 20-21, 2025

Location: Kempinski Hotel, Accra, Ghana

Expected attendance: Over 400 High-impact leaders from multiple sectors across Ghana and internationally

Media partners and sponsors: (To be confirmed)

Social media presence: @truelifeworld, #TrueLifeExperience25, #ThePowerOfTheMind

Visual Assets, Event logo, Keynote and speaker headshots

Attached Separately

**** Media usage guidelines:*** All assets provided are free for press use with proper credit to TrueLife Experience 2025.

Media Contact

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Partnership and Sponsorship Opportunities

The TrueLife Experience welcomes partners, sponsors, and media collaborators to amplify the message of unlocking human potential. Opportunities include title sponsorship, category sponsorship, and media partnerships.