

Event Type: Executive Roundtables



Level of Difficulty: **D D D D D**

Prime Directive: Schedule “Discovery Sessions”

Secondary Benefits:

- Build value-added relationships with heavy hitters
- Gather “insider” intel on your target market
- Leverage insights for white papers, signature talks, webinars, books, etc.
- Firmly establish yourself as thought leader and person of influence
- Uncover top priorities and emerging trends to support sales



Ideal Size:

6-10



Budget Needed:

\$2,500+



Lead Time

8-10 weeks

Target Audience:

- One-stop decision makers
- Thought leaders
- 7-figure business owners
- Celebs, A-listers & luminaries



Venue Options:

- Private executive clubs
- Restaurants (private rooms)
- Hotel boardrooms
- Country clubs

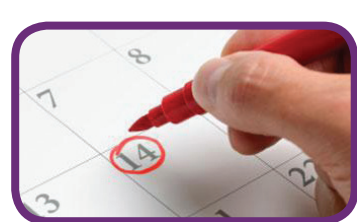
Fill Strategies:

- Personal phone calls
- Qualified referrals
- Fed Ex-delivered, high-end invitations
- Big name guest of honor (author, speaker, etc.)



Logistics & Team Support:

- Ideally 2-3 hours in length
- At least 1 assistant on hand
- Record audio with permission (for your internal use only)
- Video/photo release forms
- Provide lunch or dinner



\$\$\$ Monetization Strategies:

- Close low-hanging fruit opportunities
- Schedule Discovery sessions
- Garner high-quality, highly qualified referrals
- Paid sponsorships
- No fee for attendees to participate

BONUS TIP: Plan in conjunction with national or regional conferences or events