



Execs In The Know



*Customer
Response*
SUMMIT

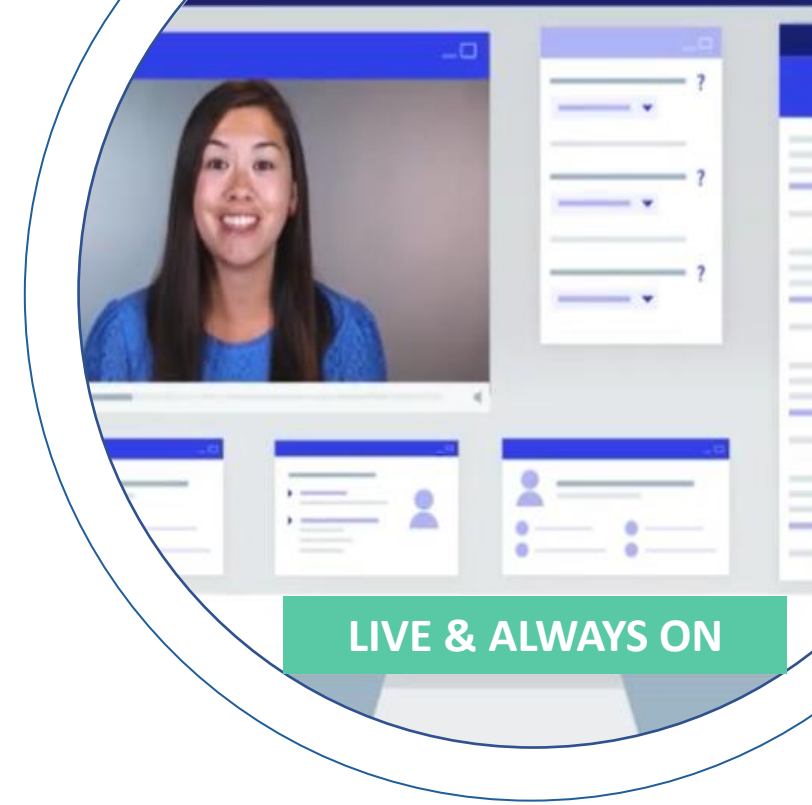


October 5-7, 2020
Same great event.
Coming to your screen.

Virtual Customer Response Summit

After 10 years of **Customer Response Summits (CRS)**, they continue to be our signature events of the year. This year, in the fall of 2020, we are going digital with opportunities for customer experience (CX) leaders to learn, share, network, and engage. At Virtual Customer Response Summit in October 5-7, we will be celebrating our leaders, partners, and 10 years of inspiring CX excellence. The Virtual Customer Response Summit will continue to showcase first-hand, how global brands are challenging the “status quo” of traditional and emerging customer care channels. As part of this year’s virtual experience, we have created some unique opportunities to create virtual experiences that mimic what our attendees have grown to love at our live events, and we will continue to tap into the strength of our community where leading brands and partners will share their best practices and insights.

Our Virtual Customer Response Summit is more than an online conference – using some of the industries finest online event platforms including ON24, Zoom, and Braindates, we’ve created an intimate and laser focused forum, providing outstanding opportunities to directly engage with some of the brightest minds in customer leadership - “Leaders Learning From Leaders.” The strength of this online Summit lies within the innovative design of informative sessions, interactive sessions, specialized networking opportunities, and dynamic engagement activities.



Energize Your Marketing Efforts

To drive real value as you showcase your expertise, build credibility, interact and encourage idea sharing with CX decision makers, form relationships, and create new leads through the following Virtual Customer Response Summit sponsorships:



CENTER STAGE

Panel Moderation

Client Case Study



BREAKOUT SESSIONS

Coffee Talks

Customer Shop Talks



NETWORKING

Executive Luncheons

Braindates

Coffee Talks



BRANDING & ENGAGEMENT

Braindates

Coffee Talks



Our Community



81%

Director, VP & Above

20K+

Database

40K+

Social Media Connections

Companies That Attend Our Online Events

20%

Banking & Financial
Services

11%

Healthcare & Pharma

6%

Insurance & Legal

14%

Telecom &
Utilities

6%

Hospitality & Travel

4%

Consumer Goods

13%

Consumer Electronics,
Technology & Software

6%

Social Media & Internet
Services

4%

Gaming &
Entertainment

Aflac

HYATT

SiriusXM
SATELLITE RADIO

amazon

Capital One

redbox

KEURIG

Nintendo

Hilton

BRINKS
HOME SECURITY

Nestle

WELLS
FARGO

AMERICAN
EXPRESS

THE
HOME
DEPOT

f

ups

Target

Apple

EA



The Execs In The Know

Learn, Share, Network, and Engage Model for Virtual Events

For attendees, digital or virtual events have made it easier to attend multiple events around the world with a limited investment. Hosts and Sponsors benefit by acquiring a more diverse audience. Virtual events make it possible for attendees to browse large amounts of information and content and seamlessly attend the sessions they want, for as long as they want. This is great for attendees but how do you, as an individual presenter or brand, stand out at a virtual event and ensure your content is received? Additionally, how do you make meaningful connections?

At Execs In The Know, we are focused on forming and cultivating deep relationships with CX leaders across the globe. Our relationships make it possible to connect you with leaders who value the idea of expanding their knowledge and learning about best practices that arm them with the information they need to make informed decisions. With our Execs In The Know virtual events, we stay true to what our CX leaders expect from us – an enriched and informative experience that generates actionable takeaways with opportunities for them to form relationships with their peers and subject matter experts. It's our learn, share, network, and engage model. With an Execs In The Know, we offer virtual events with a personal touch and here is how we will support you at our 2020 Virtual Customer Response Summit...



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Virtual “Center Stage” Opportunities

PANEL MODERATION

4 Opportunities Per Event

A virtual panel moderation session is more than facilitating over a group of selected brands on a specific topic. This 30-minute, main track session is a centerpiece for sharing best practices and is intrinsically woven into the fabric and mandate of the Virtual Summit. Business partners hosting a panel are seen as leaders in the field who have an opportunity to make their key points come to life through a panel of brand participants. Bring your unique insight and ability to engage your audience “center stage.”





Virtual “Center Stage” Opportunities

CLIENT CASE STUDY

4 Opportunities Per Event

The Virtual Client Case Study presentation requires you to bring a key client from your organization’s portfolio with you to “center stage.” This is an incredible opportunity to capture the imagination and attention of the audience and to tell your success story. Business partners who participate will find substantial value with this main track opportunity. Attendees look for proof of concept, access to your research, and critical findings. You receive 45 minutes of valuable air-time and the opportunity to engage the audience, as a leader in the industry. Leave them wanting to hear and learn more about your company’s vision.





Breakout Sessions

CUSTOMER SHOP TALKS

8 Opportunities Per Event (4 max per concurrent session)

Virtual Shop Talks are designed to be laser focused discussions, on a narrow area of CX. These small, engaging discussions are great opportunities for you to engage with attendees through live Q&A that have great interest in your topic of discussion. There are four 30-minute simultaneous partner-led Shop Talks, with the attendees able to attend live or on-demand throughout the day and thereafter. Sponsors will be given session visibility on the website, be included in email promotions for the event, and have an ability to engage with corporate brands throughout the session in text-based Q&A.

How It Works:

- Facilitate your session in a private, virtual room with visibility to your speaker
- Leaders learn from leaders - Shop Talk is perfectly designed for collaborative, informative, and interactive training sessions
- Be positioned as thought leaders of subject matter presented
- Sessions are broadcasted live with on-demand capabilities
- Brand your session with a powerful abstract and downloadable literature for attendees
- Facilitate your session with necessary supporting AV Equipment – Separate Pricing Provided from Hotel

“
TALKSHOP
making sense of the
big issues, together





Breakout Sessions, Networking, Branding & Engagement



COFFEE TALKS

6 Opportunities Per Event



Coffee Talks create opportunities for corporate decision-makers who opted-in for your Coffee Talk, to personally connect and engage with you and their peers in a small group setting (no more than 15 attendees). As a sponsor and host of a Coffee Talk, you will have an opportunity to setup and moderate a 45-minute online video roundtable discussion on Zoom to address questions, stimulate conversation, and explore ideas around your solution topic. Your Coffee Talk Zoom Meeting will be visible on the ON24 platform for a seamless experience. Corporate decision-makers will come motivated, inspired, and seeking actionable takeaways.





Networking

EXECUTIVE LUNCHEONS

2 Opportunities Per Event

This executive luncheon is a small gathering of the 15 most senior leaders at the conference. It is an invite only event for these senior leaders to connect early in the conference. This Executive Luncheon will be in a private online VIP setting. This 90-minute exclusive luncheon will provide an intimate setting for the sponsor to drive conversation and thought leadership on the state of CX today. Private and exclusive.

How it Works

- Execs In The Know will work with the sponsor to select 15 target accounts
- Execs In The Know will recruit key decision makers and drive attendance
- Partners will be positioned as the thought leaders for the session
- Select brands will be part of the speaker panel to help drive the conversation
- Lunch will be provided to the executive luncheon guest via a gift card
- Lunch gift cards, collateral, and giveaways will be mailed to select attendees prior to the luncheon
- Partners will be responsible for the cost of the lunch, giveaways, and shipping
- Event production, marketing, and fulfillment will be facilitated by Execs In The Know





Networking, Engagement & Branding



BRAINDATES

1 Opportunity Per Event

Virtual Customer Response Summit will kick off the three-day event and wrap up day two and three with networking and engagement in Braindates. With Braindates, attendees will be empowered to meet up with their peers for knowledge-sharing, conversations, and general knowledge-driven networking. Corporate attendees and our sponsor will post their Braindate in advance of the event, which will be visible on the ON24 Platform and promoted prior to event. Additionally, the leaders of Braindates will have a corporate-only audience in a session that will promote learning, sharing, networking, and engagement around a hot topic. These unique attendee-led meet ups are a game changer for attendees and the sponsor – allowing them to drive the conversation to transform their networking into credible and relevant knowledge exchange experiences.

With a Braindate sponsorship, the sponsor will host one Braindate session, receive brand visibility throughout all Braindate sessions, and have access to the intelligence on what the attendees are choosing to talk about. Sponsored Braindates can be small group or one-on-one conversations that will create a connection amongst the sponsor and corporate attendees.



**If you are interested in learning
more about these opportunities,
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