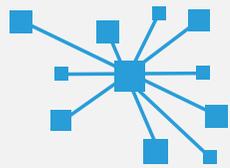


Strategy Networks Stack Overview



STRATEGY NETWORKS *MaaS*
ALLIANCE
PLATFORM



Entire Platform
Cloud Contact
1800+ Clients

Across entire Public &
Private Sector Client Group

STRATEGY
FORUMS



3 Day Residential
Events
Industry or Job Function
Specific



Interactive References

App. Business Meetings. Insights. Speed Networking

SOCIAL HOUSING STRATEGY FORUM

It's very important that we attended this conference. You know, we very often go to quite focussed conferences which are just based purely around our team managers, or they are just very much looking at narrow subjects. Here we found it was much broader strategy discussions and there was a lot of people here that we wouldn't normally meet at conferences. For me personally, the real advantage of this conference, and I have to say it is one of the best conferences I've attended, was there's real purpose to it. We've had a variety of different business meetings with people to discuss certain subjects. In the speed networking we've had chance to go round lots of delegates very quickly to talk about what we may do as an organisation, but also to have quick conversations about what they really want from us as well. The app was really easy to use, and so it was really good that you could log onto it very quickly and easily right at the start of the day and I think for me the biggest benefit was people could ask you to have meetings during the event.

Sales Director Housing, Civica
[Watch the Full Interview](#)



Insights Presentation. Speed Networking

LOCAL GOV STRATEGY FORUM

"Prior to the event you have a list of organisations and roles within those organisations, and you are able to select people you'd like to see. I have to say that more than 90% of the people I've asked to see have actually appeared in front of me almost instantaneously. What's more, on the day you get this tremendous booklet which gives you a background to who they are, their role and the budget they have so you're pre-prepared when the meeting happens. I've had people come up to me during the event and say I saw the presentation this morning and I was really interested in it. Speed networking absolutely did work. It just enables you to stimulate an audience briefly and if they have an interest they would come and talk to me"

Public Sector Business Development Manager, Adobe
[Watch the Full Interview](#)



Business Meetings. Insights. Presentation

EDUCATION STRATEGY FORUM

I think there's probably three reasons that we've come to the Strategy Forum. I think one, the calibre of speakers that you get really gives us an idea of what's happening in the market and a lot of events that we attend are either not welcoming these kind of keynotes and these types of sessions so that's a really important one. The second one is obviously the business meetings and the amount of people you get to meet in the market. But again, there isn't an event where you can meet this many people pretty much guaranteed and available to us. But the third one is the social world. I think because you are all together for three days, you have the formal parts of the event and you have the dinners and the lunches together where everyone softens a bit more and you get to know people as people rather than just clients or customers. So I think they're the three reasons we keep coming back.

You can send 3 or 4 people somewhere and they might only have three or four interactions and it's a complete waste of time and investment. So knowing that you've got pre-booked meetings is just good in terms of building an ROI in advance. I think secondly, knowing who you're meeting and what they're interested in allows us to have much better conversations with them. Think about a traditional exhibition, someone turns up you don't really know anything about them. You can't look it up and research them or Google them and find out their challenges. And you spend the first 10 minutes just working out what they need. I think being able to just get straight in, having researched them, knowing where they're from knowing what challenges they've got and then be really focussed on the conversation does obviously drive value for us. I think the event is just always really well run and there's no thinking about logistics around events like shipping your stand you don't ever think about that here. You turn up, you've got everything you need.

You know it's going to run to absolute like clockwork

Head of Growth, Ready Education
[Watch the Full Interview](#) **READY Education**

App. Insights

CENTRAL GOV STRATEGY FORUM

"It's been absolutely amazing to get such good contact with so many people within the public sector it's been a really worthwhile couple of days. The app that you have is brilliant, it gives you some really great insight in terms of the individual's profile, what they're trying to do in terms of their outcomes and what their challenges are".

Sales Director, Trust Systems
[Watch the Full Interview](#)



App. Business Meetings. Insights. Presentation. Speed Networking.

HEALTHCARE STRATEGY FORUM

In terms of engagement. I think the audience was very good. It was well-researched, well prepped. I think the discussion was at a good level. The 15 minutes you have is good enough to establish a relationship and if it's worth really continuing the conversation. I think having had the presentation first really got the conversations off to a flying start and speed networking after a presentation is a real, real advantage. It's great to turn up to an event and already have part of your diary filled in, so you're not actually starting from a blank piece of paper. I have used the app and I've been scanning everyone I've met and I'm going away from the event with a well-qualified little black book of contacts

Business Development Manager, 3M
[Watch the Full Interview](#)



Business Meetings. Insights. Social

POLICE STRATEGY FORUM

Obviously, what we really like are the one-to-one sessions that really helped us explore in a very short time a lot of conversations. What I found really interesting about the event is every delegate has provided a short brief as to what they're interested in and that there's a platform that's associated with what we can offer particular to their interests. For example, artificial intelligence or population statistics. I really like that because it's saving us a lot of time. We're having lots of productive conversations and we're certainly walking away with some exciting prospects going forward. So we've undertaken several 15-minute business meetings. I think that's where we saw the highest sort of value for us in terms of the conversations we had. At dinner, one of the delegates did say so what's your pitch? My response was very straightforward. I'm the Chief Technology Officer for EMEA. I'm not here to sell you the product or the platform right now. I'm here to really listen to what the need is. You tell me what you're struggling with, I'm not going to say I can solve it, but I can certainly take that away and we're going to work toward making sure we close some of those gaps for you. It's been a learning exercise for us, and we genuinely felt it was right that somebody like myself turned up to this event to qualify if this is the right forum? Is this the right conversation? And are these the right contacts for us to continue working with? And what I would say is it's a resounding yes in all or all those cases.

Field CTO - EMEA, Cloudera
[Watch the Full Interview](#) **CLOUDERA**

Remote 1-2-1 Testimonials



"The remote 1-2-1 Discovery meetings before the event takes place are really valuable. We've already had nearly 5 hours of interaction with delegates across 10 individual meetings. One of our meetings started as a 10-minute discovery call and turned into a 32-minute conversation. It's useful as it helps break the ice for when we arrive at the forum on the Monday evening and enables us to provide a tailored approach to follow up conversations that will take place at the actual event."

Head of Marketing, Crimson



"The remote meetings were really useful. I think for anyone trying to get leads, get contacts and get people over the line, it's about multiple dots, you need multiple steps of conversation with people. And the remotes enabled us to chat to a few people initially, see if they were interested and also helped us read the room a bit, we often think we know what the prevailing trends are but it's quite useful to chat to people before and get that validated, so that we can be really on point when we come to the event."

CEO, Fika



"It was great. It was really interesting to see information on the delegates before we came along because there is a breadth of public sector organisations here and a breadth of roles as well so for some people supply chain is really important, for others not so much. So it was really great to see a list of candidates and then choose some to have remote 1-2-1 meetings with. Which really helped hone our strategy for who we should actually be speaking to at the forum and where there is a fit. So it really helped us understand where IAND might be able to help and to help us understand how we should be tackling the conference itself."

Head of Customers, IAND



"The meetings have been great because often the client gives you more than 10 minutes, I've started allowing 30 minutes for each meeting to accommodate the length of conversations I'm having. They've been very valuable, some of the people from the remote 1-2-1's have already requested a demo with us. That allows us to focus on other prospects at the event itself. I've got only positive feedback."

Head of Opportunities, Evasys



"The Education Strategy Forum was a great experience, we booked 30 face-to-face meetings using the event app with senior education leaders whilst we were at the forum as well as forward booking 5 demos for our product, which greatly exceeded our target of 2. The remote 1-2-1s were also a good opportunity to learn about new tenders and gain an in-depth understanding of what we need to do in order to further work with new clients."

Commercial Director, Courseloop



"The remote 1-2-1 meetings were the biggest surprise for us! They were really good and they were really informative. It attracted the people that were genuinely interested in what we were doing, so I think that compared to last year was one of the best improvements that we had. Between the three of us we sat a dozen remote 1-2-1 meetings which were really good. And it made it better when we came here because we had already spoken to them, we were already familiar with them, so it made those conversations much easier."

Business Development Manager, Perlego



"I thought the remote 1-2-1 meetings were a really good addition, typically before events we put time and effort into researching the event, trying to work out who's there. Obviously with the Strategy Forums you know in advance who's going, you get a client list, you get their areas of interest, but this gave us an even bigger head start. So, at the event this week we were able to have second meetings and second meetings are just so much better than first meetings. First meetings can go either way, so we were able to have much more advance conversations this time and we were able to be much more selective with the meetings we had in advance, and it just meant we were able to make more of the 2/3 days we have."

Head of Growth, Europe Ready Education



"The pre-meetings were particularly useful, there were a number of people we were a bit on the fence about, would they be good candidates or not to line up face-to-face meetings with. It helped us both qualify in people that we weren't expecting to be good candidates and rule out one or two to save us time when we did have the chance to meet them face-to-face."

Director of Operations, Amos



"The remote 1-2-1 meetings were really good, it just makes the actual event and what is a busy couple of days much more productive because you can qualify those conversations and validate that someone is relevant to talk to in a bit more detail at the event. You get a lot of the chit chat out of the way as well, so the actual conversations you have here are much more efficient and you can make sure that every conversation you're having is relevant."

Account Director, Alteryx



"I think the remote meetings were one of the best changes you've made. We had lots of interest in the pre-meetings and the fact that we're able to have these short 10-20-minute conversations with clients ahead of the forum meant that when we came, we're able to focus on the issues specific to them in the sessions. It made for a much more productive conversation and out of the customers we had pre-meetings with, we've met with every single one of them here as a follow up."

Anthology, Account Executive



"The remote meetings have been fantastic. It's great to connect with people before the event and they're 10-minute meetings so it's very short and sweet and just gives an update on what we're seeing, why they're coming and what they want to get out of the event. It also makes it easier when you're at the event because you know more people and it makes the conversations more valuable as well."

Account Executive, Snowflake

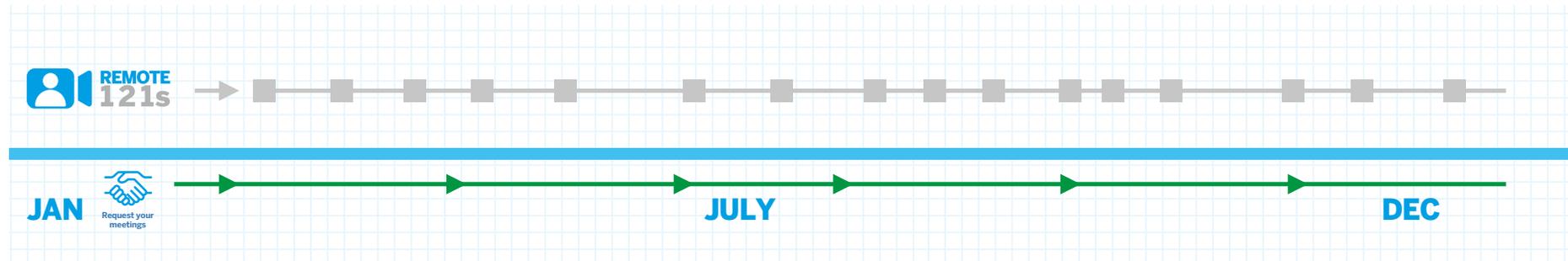
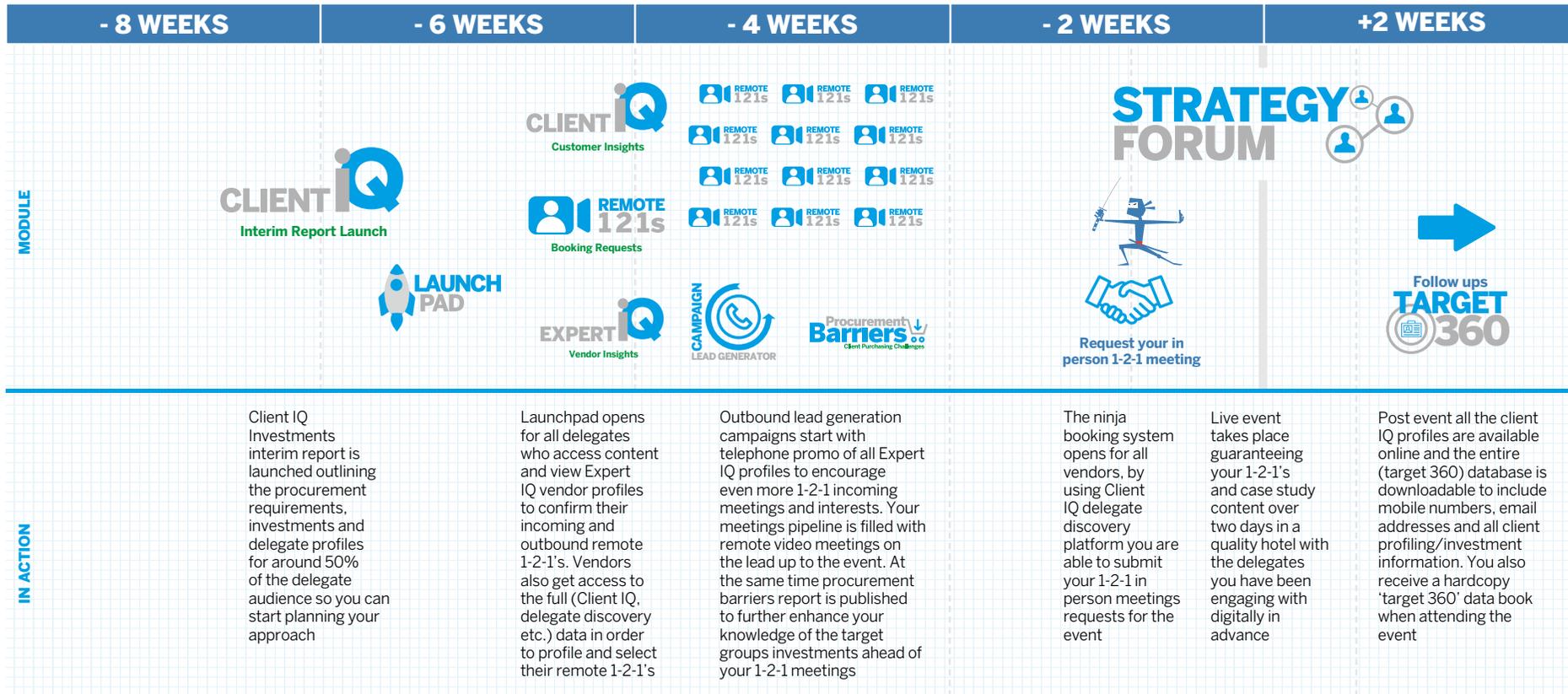


"It's always good to get that pre-meeting in before the forum so you can properly understand what the delegates are looking for and how we can help. We've had 7 discovery meetings so far with directors, heads and other senior leaders from across the public sector. They've all been really useful as it not only helps us qualify people in but also helps to qualify people out, so you can really ensure that you're making best use of your time at the event."

Head of Product, Telent

Engagement Timeline

One Package with multiple modules makes for a great 12 month engagement strategy peaking on the 8 week run up to the Strategy Forums with very little vendor side admin. Simply upload your information onto our portal and we automate and schedule everything so you can concentrate on the client engagement pipeline generation.



STRATEGY FORUMS

STRATEGY NETWORKS PLUS ALLIANCE PLATFORM

Blended Engagement Stack

Strategy Networks redefine traditional single input engagement models with a multi point connection approach for meeting prospects before, during and after our events. Our Hybrid platform allows a selection of pre event remote video meetings, guaranteed 1-2-1, in person sessions at the events and solid follow ups post event. All driven through our high performance online tools which enable data enhancement, value creation, lead generation and account management of your target groups.

ALLIANCE Platform & MaaS

Make generating B2B leads and connecting with CDH (Chief, Director, Head) decision makers simpler than ever before with our 'Meetings as a Service' platform! Get access to our annual subscription-based solution for pipeline generation with prescheduled 1-2-1 remote meetings and get the chance to meet face-to-face at our bi-annual awards events. Enjoy on-demand meetings and never miss another opportunity to expand your business.



This is the overall Client Group of Major Decision Makers (MDM) and business influencers who access our platforms to benchmark strategies, join peer led discussions and get insight from inspirational speakers who you ultimately meet through virtual and face to face engagement at our forums.

Individual MDM client group profiles presented via our best in class delegate discovery platform. Our fully searchable analytics dashboards offer a friendly interface to view specific client procurement needs. Simply select the most relevant clients to fill your outbound virtual and in person 121 meetings pipeline.

As a pre qualified solutions expert you create an expert IQ profile. Your profile is promoted to the MDM client group via our lead generator phone campaigns and event launchpad portal to generate lots of incoming meetings to fill your pipeline.

Outbound phone campaign educating clients about your proposition based on the specific Expert IQ information you provide. Targeted incoming client meeting requests are confirmed on your dashboard for your acceptance.

The MDM client group access Launchpad to send and receive both remote and in person 1-2-1 meetings with our Expert IQ suppliers, access industry reports and pre book peer to peer networking ahead of our forums. Once you pre book your remote 121's the clients are notified of your meeting requests.

A very detailed high quality opt in database of all clients that attend the Strategy Forum including deep level profiling derived from Client IQ for each delegate as well as mobile numbers, email addresses and other vital information making follow up a breeze.

Our tried and tested Forum LINK app pulls everything together in one place, all Client IQ and Expert IQ data with the ability to make notes on profiles as you go, book meetings, receive meetings. One stop shop in your pocket.

On Demand Meetings as a Service (MaaS) available 4 weeks ahead of any Forum as well as throughout the year on our Alliance Platform. Discovery meetings enable engagement before you meet them face to face allowing you to come to the table with a well thought out proposition.

Collaboration App



Client IQ

Access our full delegate discovery platform on the fly with all delegate profiling information in your pocket



Solution Provider Profiles

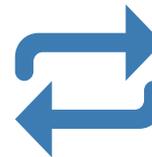
Give attendees insight into who you are and what you do with a brief summary of your organisation and a link to your website.

Messaging

Message delegates directly and securely through the app.



Respond to their questions or queries and set up conversations to take place in person.



Send and Receive Meeting Requests

Through the app you will be able to send and receive meeting requests, the app will intelligently see where your schedules have free time in common and select the most appropriate time for a meeting.



Scan

Use your smart devices camera to scan delegate badges and add notes to your scan records in real time.



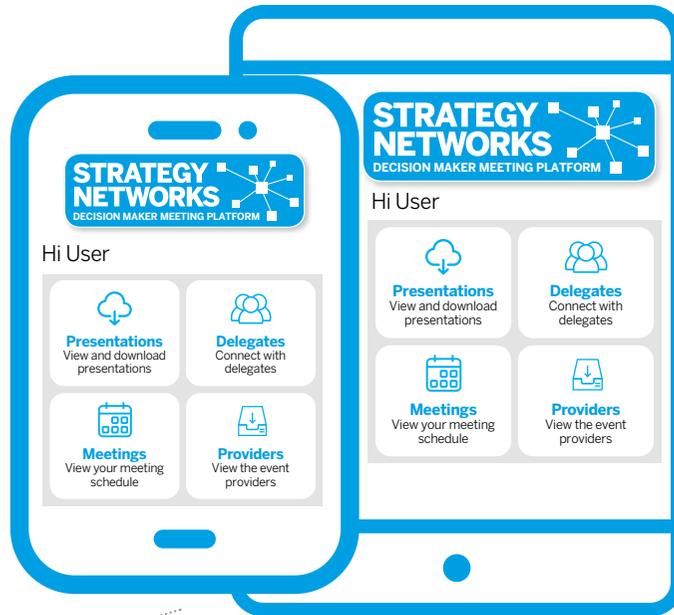
Social Media

Find direct links to all the forums social media platforms and increase your forum presence in the virtual world.



View Presentation Slides

View the presentation slides on your own devices and download them for use and review post forum.



Time Efficient Engagement

Multi Platform Initiatives

Interaction with MAJOR INFLUENCERS

Add Agility to your Strategy

Monitor Changes in the market

Improve Sales Efficiency

Intelligent Analytics

CLIENT IQ Customer Insights

Fully searchable Deep Level Analytics at your fingertips from our Target 360 delegate clients. Research current & future 'technology buyer' spending trends, procurement opportunities, share problems and work out joint solutions.

- Geographical spread of attendees
- Top Strategic priorities
- Top Technology priorities
- Current and Future investment priorities
- Organisational improvement priorities
- Current Spend Mapping

- ✓ Fully Searchable
- ✓ Completely Interactive
- ✓ Based on live data
- ✓ Deepen your group level insights
- ✓ Zoom down into individual profiles



EXPERT IQ Vendor Insights

Expert IQ is our platform for client side users to search, select, engage and analyse solutions experts that match the investment needs inputted through Client IQ. For technology buyers the Expert IQ system offers:

- ✓ Ratings & fields of expertise
- ✓ Description of each vendor
- ✓ Ability to send meeting requests
- ✓ Ability to message vendors
- ✓ View vendor rep profiles of who they will meet



Tech Priorities



Spend Mapping



Improvement Initiatives

With Expert IQ, vendors are able to create interactive profiles including

Quick Facts	Upload Case Study	Upload Presentation	Company Description

Expert IQ profiles are distributed across our platforms

Linked to your Expert IQ profile with incoming meeting requests	Marketed through MDM Connect emails
Emailed directly to Target 360 audience (meet the experts)	

LaunchPad

All attending delegates use the LaunchPad platform to confirm their attendance at the forum and use it to access event information, view industry content, along with details of the attending solution providers



Receive meeting requests

Delegates can book 1-2-1 meetings at the forum with the solution providers that tackle the key challenges they are currently facing



View the latest agenda and event information

The forum agenda and venue information is regularly updated to ensure delegates are returning to the platform



Access industry reports

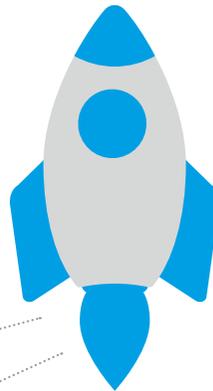
Our curated reports are only accessible to the delegates via the LaunchPad platform giving them insights into their industry



Host your Expert iQ Profile

Your Expert iQ profile containing all your expertise, solutions and capabilities is visible to the attending delegates.

Including the intelligent feature for them to search for their top vendor matches



LAUNCH PAD



Remote 121s

Delegates receive your meeting requests and have the ability to view your Expert iQ profiles and send outbound requests too. Your meeting pipeline is filled with virtual meetings on the run up to the event.



Vendor analytics and trends

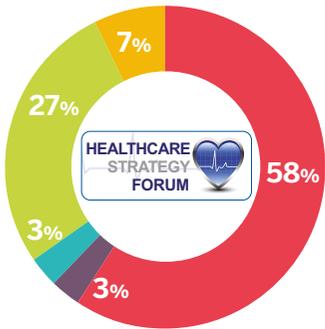
Similar to Client iQ, we compile our vendor analytics to allow delegates to drill down into the top vendors who can assist them



Delegate analytics and trends

Delegates are able to view deep level analytics of their attending peers. This allows delegates to view common issues and goals among their industry and encourages them to regularly use the platform.

Forum Delegate Profiles - Public Sector



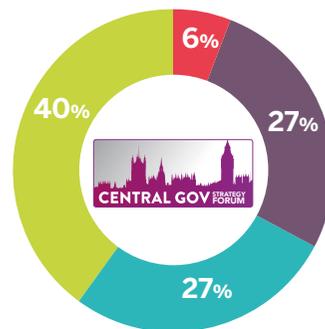
Healthcare Strategy Forum

- CIO / IT Directors / Heads of IT
- Chief Executive / Chair
- Clinical
- Strategic / Operational / Performance / non IT Directors
- Heads of department (non IT)



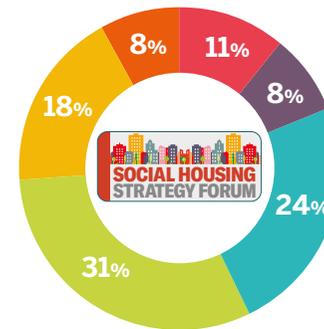
Local Gov Strategy Forum

- Chief Executive
- Corporate Director / Director of Service / Director of Finance
- Heads of Department (incl. IT)
- Strategic & Transformation
- Other
- Directors non IT



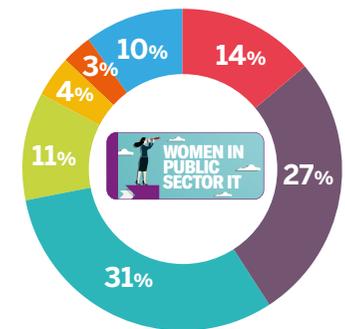
Central Gov Strategy Forum

- Chief Executive
- Directors non IT
- Directors IT
- Heads of Department



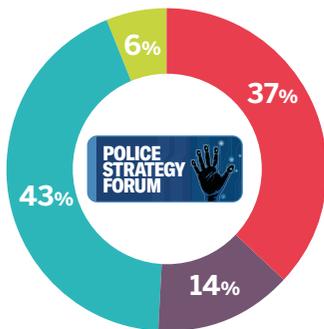
Social Housing Strategy Forum

- Chief Executive
- Chief Planning Officer / Chief Regeneration Officer
- Director of Housing, Regeneration, Planning
- Director / Head of Strategy
- Department Heads
- Other



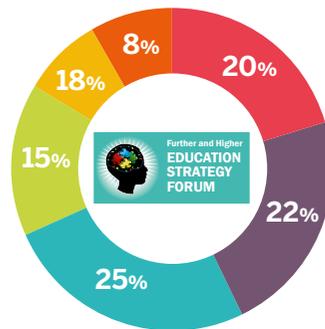
Women in Public Sector IT Forum

- CIO / CDO / CSSO
- IT / Technology Directors
- Heads of IT / Technology
- IT Managers
- Data Scientists
- Enterprise Architects
- Other



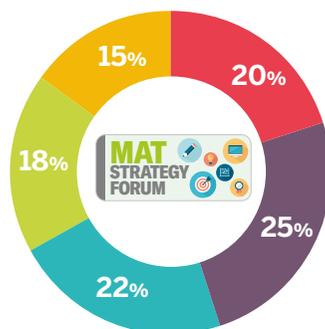
Police Strategy Forum

- PCC / Chief Constable / Assistant Chief Constable
- Directors
- Head of Department
- Other



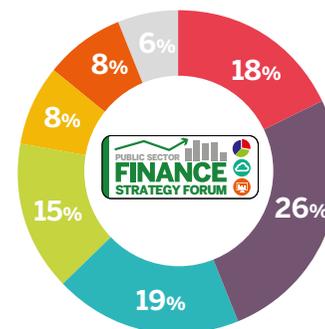
Education Strategy Forum

- Chief Executive & Vice Chancellors
- COO's and Directors Non ICT
- ICT Directors
- Heads of Procurement
- Deans & Heads of Department



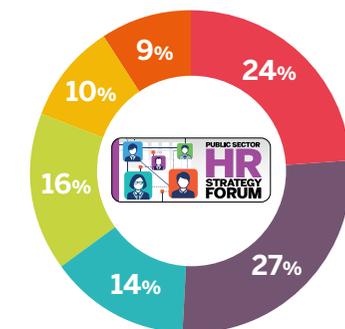
MAT Strategy Forum

- CEO/COO/CTO
- Director of Technology/IT/Innovation
- Directors of Operations / Development of Strategy
- Department Heads (IT)
- Department Heads (Operations)



Public Sector Finance Forum

- CFO
- Finance Director
- VP of Finance
- Treasurer
- Chief Accounting Officer
- Chief Financial Controller
- Other



Public Sector HR Strategy Forum

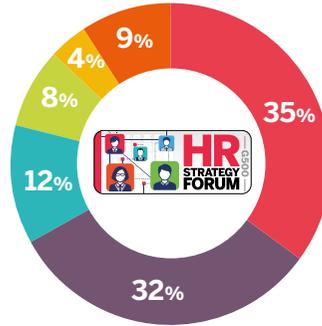
- Chief HR/People Officer
- Director of HR
- Head of HR
- Head of Training and Development
- Head of Talent
- Other

Forum Delegate Profiles - G500 and Big Industry



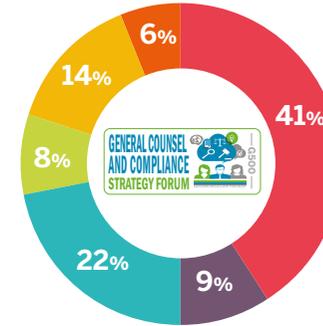
Enterprise IT Strategy Forum

- CIO
- CTO
- IT Director
- Head of Digital
- Chief Digital Officer
- Chief Data Officer
- Head of IT
- Other



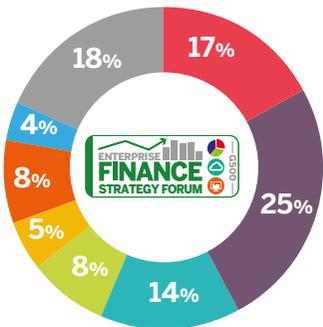
HR Strategy Forum

- Chief HR Officer
- Director of HR
- Head of HR
- Chief People Officer
- Head of Training and Development
- Other



General Counsel and Compliance Strategy Forum

- General Counsel
- Assistant General Counsel
- Chief Compliance Officer
- Assistant Chief of Compliance
- Head of Legal
- Other



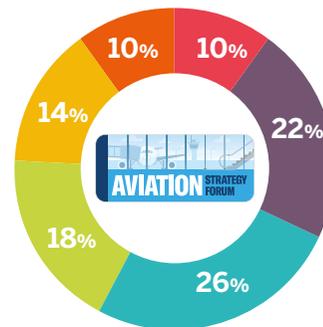
Enterprise Finance Strategy Forum

- CFO
- Finance Director
- VP of Finance
- Treasurer
- Chief Accounting Officer
- Financial Controller
- Senior Financial Analyst
- Other



Customer Experience Strategy Forum

- Chief Customer Officer
- Global Head/VP/Directors of CX
- Chief Customer Experience Officer
- Chief Marketing Officer
- Chief Executive Officer
- Chief Operations Officer
- Other



Aviation Strategy Forum

- CEO / COO / CFO / CMO / CDO
- Directors of Technology / IT / Innovation
- Directors of Operations / Strategy / Development / Marketing
- Department Heads (IT)
- Department Heads (Operations)
- Other

Our Customers Say it Best

"The event has more than met my expectations. I have run out of business cards, so that's number one, and the interest I've had about our solutions has been more than I expected. It's been great."

CEO, Infuse/Microfocus

This is a great event for anyone who is looking to get access to decision makers, other complimentary solutions and also to network with universities to understand what they are doing. It's an event about bringing thought leadership and creating the relationship to expand your solution on campus or sell your solution at a future date.

Director of Sales – Education, Kaltura

"The outcomes of these different activities that we've participated in so far have been very positive. We've generated a lot of prospects and had numerous individuals come to us from different institutions wanting to learn more and maintain contact after the event."

Scientific Collaboration Specialist, Labster

"My experience with meeting everyone has been great. Everyone that I've spoken to has been from a senior job function so finding out what they're dealing with at their respective universities has been very helpful for us."

Director of Strategic Partnerships, Axiom Higher Education

"There is a huge range of delegates here and we've had some really useful conversations. We've certainly had a lot of opportunities to have onward dialogues with a number of organisations outside of this."

Programme Director, Channel 3 Source

"I thought it was an extremely well organised and well run event and I found your team to be engaging, helpful and professional, please pass on my thanks to them. The value of the meetings arranged were excellent and I am expecting some very positive outcomes in due course."

Education Market Development Manager, Traka

"The level of delegates and attendees that we have is of a superior nature and often of a level that we would struggle to get into on a one-to-one basis. Feedback from sales has been that if we had made a contact or had a meeting with somebody at one of the Strategy Networks events, generally we are received very well by the customer. They remember talking to us, they remember meeting us and they are willing to speak to us afterwards."

Public Sector Marketing Lead, Dell

"We went to the speed networking this morning which was a really good opportunity to create some brand awareness. A lot of people hadn't heard of us and now they have. There is a lot crammed into a day and a half but it could potentially be the most useful event that we do this year. Based on what we've seen so far, we'll be back next year."

Sales Director, Desire2Learn

"The outcomes of these different activities that we've participated in so far have been very positive. We've generated a lot of prospects and had numerous individuals come to us from different institutions wanting to learn more and maintain contact after the event."

Scientific Collaboration Specialist, Labster

"My experience with meeting everyone has been great. Everyone that I've spoken to has been from a senior job function so finding out what they're dealing with at their respective universities has been very helpful for us."

Director of Strategic Partnerships, Axiom Higher Education

"A highlight for me would be having business meetings with empowered individuals from central government departments and enabling them to understand what Akamai has to offer. One of the main questions they had for me was why haven't I heard of you before? Which is why the central government strategy forum is so useful for vendors looking to break into the market."

Major Account Executive, Akamai

"The event has been really great, we've been delighted with the contacts we've made and the conversations we've had. We're looking forward to continuing the relationships we've built at the forum"

Change Management Expert, PA Consulting

"There is a diverse set of delegates at the Clinical Quality Strategy Forum, I have probably only met two people with the same job title and set of responsibilities at their organisations."

Marketing Strategist & Partnerships, Ampersand & Ampersand

"I'm used to these gigantic conferences where we always tend to focus on the people we already know. This is perfect for getting new contacts and growing our network."

CEO, Siilo

"It's been really interesting to hear about the challenges that the various healthcare trusts face, particularly in terms of embedding the principles of human factors, and how we can help them."

Human Factors Specialist, Atrainability

"I would 100% expect to have follow-ups with the people that we've met. People have come to the meeting with the intent of finding solutions to challenges that they have, and on the basis I would expect the meeting to give us a good return on our investment."

Head of Sales Business Development, Drayson Technologies

"The business meetings have been excellent; 15 minutes gives you that time to get to know someone. That's where we're making our connections and have some follow up meetings, which is brilliant."

Operation Director, Wheeve

"A highlight for us was the speed networking. The opportunity to meet so many people within an hour was very effective."

Sales Director, Tmaxsoft

"The way the forum is structured leaves lots of room for information sharing. I think it's better than the more open networking style discussions. I like the formal arranged meetings; as a solutions provider we really get everything out of the event."

Account Manager, Wandera

"I definitely recommend this event, purely for the quality of the engagements that are taking place and the quality of the delegates."

Consulting Solution Principle, Sunguard AS

"The format is unique and interesting for both vendors and delegates. The food has been good, the venue did a good job of getting people organised into the lines so that there weren't any delays, we've had fantastic weather and the grounds are beautiful."

CEO, CLM Matrix

"With the depth of conversations I've been having with attendees, I sense that people are engaged at the right level and have a real insight in issues that we look at for companies"

EMEA Regional Chair, Exiger

"Vannin's here today because we wanted to find a different conference or forum to demonstrate who we are and what we do. We do many legal conferences and forums but we saw a real opportunity with coming to the General Counsel and Compliance Strategy Forum today."

Chief Marketing Officer, Vannin

"The prime reason why we are joining this particular conference for a second year is because of the quality of the delegates, the quality of the institutions they represent and the geographical diversity. This event has given us the best access to the decision makers in a way where we can get our message across. I would argue that some of the others are not worth going to because if you have got something innovative and different, you need the concentrated time with the right decision makers in order to do that."

CEO, Foundation Stones Group

"We have been quite overwhelmed with the positive reception so far. It looks like video is a trend in general in many organisations and I feel that after our presentation there was a lot of idea generation – companies approaching us in terms of project ideas they have or how they can improve what they are already doing with video. Overall, it has been very impressive."

The speed networking is something I haven't done before and I found extremely useful. We had quite a lot of meetings scheduled out of it and a lot of extra interest was generated."

Director of Enterprise Sales, Kaltura

"Speed networking had a nice format. Going around the room talking to everybody in a structured environment lets you mark a few faces and know where to pick up conversations later."

Business Development Manager, Peakon

"The business meetings were useful as we were able to pick who we want to meet and prepare for that. The fact that we were doing so many meetings in two days was good."

Senior Account Executive, D2L

"One highlight is the fact that we have had the opportunity to have our first conversation of what will be many with a number of people. Also, the fact that we had the opportunity to give a presentation has meant that people have come to us with further questions."

Founder & CEO, Cool Leadership

"I attended the Healthcare Strategy Forum because it's a great opportunity for us to meet multiple people in one situation. It takes an enormous amount of time travelling around the country to get this number of meetings; in two days it makes more sense."

Commercial Director, Iosec

"The event has been run very successfully and efficiently. We are getting good contact with a wide range of NHS Professionals and Senior Management."

Chief Executive Officer, JAC

"The quality of the people attending here really took me by surprise because it's excellent. All the people I've been talking to so far are exceedingly knowledgeable, in buying positions and are heads of department or directors of strategy and so forth."

Major Account Executive, Nuance

"I have found it very useful to have everything online so that you can actually see the agenda, who the attendees are and where they're coming from which was very helpful. Also, having the hard book directory really helped within the event session so that I could refer to the areas of interest for the individual. I would say the organisation has been very good, there is lots of people on hand to help if you have any queries as well."

Strategic Relationships Director, Becton, Dickinson

"The staff were extremely professional and excellent overall. Continue the excellent work"
Physician Executive, Imaging and Workflow Solutions,
Medical Imaging Consulting, Change Healthcare

"We're here at the local government strategy forum really to build our brand and to engage with a number of senior execs, in the hope that our go to market strategy in 2018 will be enhanced by events like this."

Director of Sales & Marketing, Trustmarque

"The speed networking is intense, you'll come across all types of people and not all of them will be suitable as a buyer, but there will be gems in there. As a result of that process people coming up to us later in the day wanting to have conversations because they've heard something that's rang with them."

Head of Public Sales, 8X8

"The one to one meetings are more focused, it's your opportunity to sit down with a particular delegate and drill down to see what issues they have, what projects they have coming up and if there's anything you can help them with."

Pre-Sales Consultant, Technology One

"Goodmill are attending the Police Strategy Forum because we have been successful in many parts of the world but we haven't branched out to the UK yet. Saying this, this is an international venue so we also meet very interesting customers from other countries where we have also not branched out to. The Police Strategy Forum is a very good opportunity to meet important contacts."

Vice President – Goodmill Systems

"I would say there is a real mix of seniority in terms on influencing decision making but actually that's good so there are some very senior people here - some Chiefs, some leads from the National Police and Chief Council, but there are also some specialists. If you find the specialist that's working in the area that we want to work in and I found some people who are having fantastic conversations and doing fantastic work in that specific area. I would say a mix of very senior, very specialist and some normal ICT people that we wouldn't get to see if we were setting individual meetings."

Police Strategy Director - Atos

"The speed networking part was very intense. I spoke to a huge number of people so certainly from a data collection point of view it is very valuable, I had lots of conversations and took many notes to follow up when we finish."

Public Sector Account Manager - Qlik

"We've been to the Strategy Forum for the last 5 years, and we keep coming back because we continuously get good quality leads. On the back of these Strategy Forums we have been expanding rapidly into the UK, setting up our Manchester office on the back of the leads we've generated at the forums."

Head of Sales, Uniwise

"If other companies are considering coming to events like this, I think it's really worth while to take the gamble and come to the event because what we've found is that it does result in some really good leads."

Managing Director, Transforming Healthcare Consultancy

"What I really like here is that you have the opportunity for different tracks, so the way that we have done the VMware approach we have a stand and invite people for open conversation as well as a few fixed 1-2-1's which is quite powerful in terms of thought leadership. What it is about is starting to explore some of the ideas from the really great speakers this morning. Some of the conversations over lunch have been incredibly valuable from Speed Networking but also from some of the other breakouts from other vendors they have been really interesting thought leadership. I guess that's what I would sum it up as the forum here feels thought leadership not pitchy I like that it's a pleasant change from what I usually do. I would argue that is one of the more entertaining investments of my time that I do. It's quite often common for me to fly in, give a key note or a discussion topic and leave. Spending my time here has been very valuable which is quite rare in these types of forum. I think the organisation here is superb and when you watch the way that the team are coming together to keep all delegates on track and on all the different paths to really manage the benefit. There is a sense of constant conversation which is a very powerful thing."

Head of Advisory Services – VMware

"The Forum has been excellent, very innovative, gave us access to people we wouldn't usually be able to reach. The quality of delegates was great with a cross section of Chief Executives and Corporate Directors up and down the country."

Head of Local Public Service, Ernst & Young

"The most advanced sales and marketing engagement platform in the market place today"

"A true one stop shop for everything to do with direct contact and lead creation"

"The power of the Strategy Forums alone is worth the investment"

"I've never seen all this packaged together in one place"

"This isn't just an event, the way its all orchestrated gives you a decent throughput of engagement across digital and face to face"

"The events are really well organised, the quality of delegates is really fantastic as well, and the structure that allows us to have that really key time with the people that we need to speak to is great. The fact that they're so on board to come and talk to us makes it really worthwhile. We always come away from these forums with some really good leads from some great conversations."

Business Development Manager, Collabco

"It has given us an absolutely incredible opportunity to get in front of senior decision makers and to see that amount of prospective customers in such a short space of time can only really be achieved at events like these."

Local Government Director, Hitachi Solutions

"So the meetings have been really really useful because they enable us to connect with people that we wouldn't necessarily have connections with. Certainly for myself, the meeting I have just had was with a brand new organisation, that we could speak to for the first time."

Account Executive – Higher Education, Workday

"Really handy you are given the needs that the delegates are looking for as well as who your talking to and their organisations, so that's really key in structuring the face to face meetings."

Sales and Marketing Manager, SCQuARE International

"The focus on seniority at the forum means we can have deeper conversations than we would at another conference where we didn't have the dedicated time together. We've also had delegates come for impromptu meetings as well which has been fantastic. The business meetings give us an incredible opportunity to get in front of senior decision makers, and to be able to speak to that many people in a relatively short space of time can only be achieved at an event like this."

Local Government Director, Hitachi Solutions

"The level of delegates and attendees that we have is of a superior nature and often of a level that we would struggle to get into on a one-to-one basis. Feedback from sales has been that if we had made a contact or had a meeting with somebody at one of the Strategy Networks events, generally we are received very well by the customer. They remember talking to us, they remember meeting us and they are willing to speak to us afterwards."

Public Sector Marketing Lead, Dell

"The fact that you get specifically timed meetings and that you get lots and lots of useful information before hand is gold dust for us as a supplier, and is part of what makes this strategy forum so attractive for us."

Business Development Manager, Six Degrees

