

# ROUND TABLES

Knowledge sessions



# TABLE OF CONTENTS

<b>1</b>	<b>ROUND TABLES</b>	<b>3</b>
<b>2</b>	<b>RECRUITMENT OF PARTICIPANTS</b>	<b>10</b>
<b>3</b>	<b>CONTACT</b>	<b>12</b>

# WHY A ROUND TABLE?

**Potential customers are less and less open to commercial information. How do you ensure that target groups that are difficult to reach are receptive to your message? How do you make direct contact with key decision makers? We have an effective solution for this, namely: the Round Table.**

In the current age of information overload, your potential customers are less and less open to commercial information. The closer to the top of the organization they are or the more specific their position is, the more difficult it becomes to reach them. How do you ensure that these target groups are receptive to your message? Through our Round Table you come into direct contact with these key decision makers.

High potential prospects do not let themselves be segmented so easily these days. Moreover, they are averse to commercial approaches and often difficult to reach through the existing sales and marketing channels. Instead, these decision makers often find it more interesting to share valuable insights and exchange ideas with their peers about branch-specific challenges and opportunities.

This substantive mechanism of knowledge sharing opens doors that were previously closed to your sales organization. A Round Table knowledge session ensures that you come exclusively to the table with 8 to 10 very specific decision makers in an interactive and informal setting.

**BY SHARING KNOWLEDGE AND EXPERIENCE WITH COLLEAGUES IN THE FIELD, LED BY AN INDEPENDENT MODERATOR, QUALITATIVE SUBJECT-SPECIFIC DISCUSSIONS ARISE. PROSPECTS GET TO APPRECIATE YOUR ORGANIZATION AND YOUR KNOWLEDGE.**

# WHAT OPTIONS ARE THERE?

## Our 3 Round Tables

### PHYSICAL ROUND TABLE

A Round Table usually lasts about three hours, including an informal lunch or dinner.

During the first part of the session, an interactive discussion is conducted using a number of current, challenging topics. As your commercial propositions are not part of the discussion, the participants feel at ease to speak openly about the challenges they face in their industry every day. The discussion is led by an independent moderator. Thanks to this method, the attendees can actively participate, which benefits the relationship.

Thereafter an informal atmosphere is created during the private lunch or dinner, so that you can pay attention to the prospects.

### DIGITAL ROUND TABLE

A Digital Round Table takes place via digital communication tools, such as Skype and MS Teams. The session lasts about an hour and a half, followed by 1-on-1 appointments by telephone with the participants.

### ROUND TABLE SMARTVIEW

A Round Table SmartView goes a few steps further than a regular Round Table. A successful Round Table SmartView starts with a survey among the target group that you want to invite to your Round Table. We convert the answers to statistics. On the basis of these statistics, there will be an in-depth discussion during the Round Table with professionals from the field.

Afterwards we make a report that we share with you, the participants and those who participated in the survey but could not attend. We also contact the participants, cancellations and no shows to see if they are open for a one-on-one appointment with one of your employees.

### WHAT ARE THE RESULTS?

Thanks to Round Tables you come to the table with high-quality prospects that you do not reach via regular sales channels. Moreover, they get to know you as a knowledge partner who knows exactly what is going on in the market.

By creating a valuable relationship, you will be relevant to final decision makers. We enable you to do business on the right level with professionals who know what you have to offer.

#### Objectives

- Access to a network of decision makers within a specific – though to reach – audience
- Bridging the gap between your proposition and the latest challenges in the industry
- Interactive discussion with 8-10 executive peers
- Knowledge as a starting point to position your organisation as a 'Thought Leader'
- Well-qualified appointments with prospects
- Generating new business

# OVERVIEW ROUND TABLES

## The differences

	Digital Round Table	Round Table	Digital RT SmartView	Round table SmartView
Number of participants	8-10	8-10	8-10	8-10
Duration of the session	1.5 hours	3 hours incl. lunch	1.5 hours	3 hours incl. lunch
Independent moderator	✓	✓	✓	✓
Preparation lead time	10 weeks	10 weeks	12 weeks	12 weeks
Takes place at external location	—	✓	—	✓
Takes place digitally	✓	—	✓	—
Including lunch or dinner	—	✓	—	✓
Including reporting	optional	optional	✓	✓
1-on-1 appointm. by telephone	✓	✓	✓	✓
Including survey	—	—	✓	✓

# FEASIBILITY STUDY

## WHAT IS OUR APPROACH?

In the lead-up to the Round Table, Paddls conducts a feasibility study. This study, carried out at the management level (30 hours) or board and C-level (40 hours), aims to verify the alignment between the discussion topics and the interests of the target group. During this period, contact is made with the intended target audience to determine the relevance of the chosen theme and topics. The findings are documented to modify the invitations if necessary.

Based on the findings, Paddls compiles a report and issues advice:

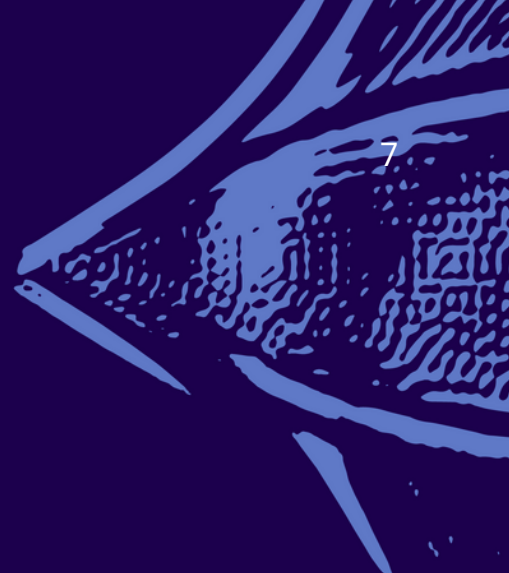
- Green light: Paddls finds that the topics covered in the written invite align well with those relevant to the target group. It's possible that some participants have already been recruited.
- Orange light: Paddls sees potential, but the theme or topics need to be tweaked to make them more workable.
- Red light: Paddls observes a significant discrepancy between the participants' desires and the current approach.



## BENEFITS

- **UNDERSTAND THE MARKET THOROUGHLY**
- **DISCOVER THE THEMES ON THE TARGET GROUP'S ROADMAP**
- **VALIDATE TOPICS AND THEMES BEFORE FULL COMMITMENT**

# THE PROCESS FOR PHYSICAL ROUND TABLES



## 1 OPERATIONAL MATTERS

- Signing the cooperation agreement
- Completing and concretizing the target selection form
- Discussing different parts such as date, location, reporting and theme
- Approving invitation including a check on relevance, actuality and inspiration of the program

## 2 FEASIBILITY STUDY

- Briefing Paddls Marketeers;
- Investigating the needs of the intended target audience and their alignment with the topic and discussion subjects;
- Drafting a report with the findings of the study;
- Advice regarding the alignment between the chosen topic, the discussion subjects, and the needs of the target group:
  - Green light: Sufficient commonalities
  - Orange light: Adjustments needed
  - Red light: Insufficient commonalities;
- No-go/go decision on proceeding with the Round Table;
- Recruitment of initial participants.

## 3 CONTINUATION OF RECRUITMENT CAMPAIGN

- Telephone invitations to your desired target group followed by emailing the invitation;
- Collecting statements and discussion points from participants (2 weeks in advance);
- Preliminary discussion of the session with the moderator and potential blogger, mind mapper, etc.;
- Weekly reporting on progress, on which you can provide feedback at any time;
- Designating a maximum of two delegates from your organization to maintain the independent nature of the meeting.

## 4 ROUND TABLE

- Reception of the participants by the moderator (or if desired by a host or hostess of Paddls)
- Participation in the Round Table by your delegates

### SELECTION OF THE TARGET GROUP

To ensure we will be addressing the right target group for the event, we use our professional database. Based on your selection criteria (industry, position, organization size and location) we make a pre-selection.

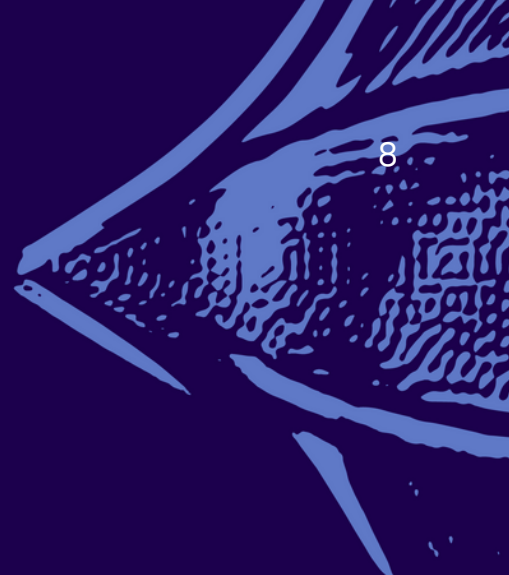
You will have online access to this list to select your top priority prospects, eventually establishing a final guest list containing 200 contacts that we may invite to the Round Table.

### SUPERVISION BY A PRODUCER

The Producer is ultimately responsible for the project and also your first point of contact. The Producer reports on a weekly basis.



# THE PROCESS FOR DIGITAL ROUND TABLES



## 1 OPERATIONAL MATTERS

- Signing the cooperation agreement
- Completing and concretizing the target selection form
- Discussing different parts such as date and theme
- Creating the survey together (RT SmartView)
- Providing input for the invitation by your organization
- Preparing the invitation
- Preparing a short PowerPoint presentation including the agenda

## 2 FEASIBILITY STUDY

- Briefing Paddls Marketeers;
- Investigating the needs of the intended target audience and their alignment with the topic and discussion subjects;
- Drafting a report with the findings of the study;
- Advice regarding the alignment between the chosen topic, the discussion subjects, and the needs of the target group:
  - Green light: Sufficient commonalities
  - Orange light: Adjustments needed
  - Red light: Insufficient commonalities;
- No-go/go decision on proceeding with the Round Table;
- Recruitment of initial participants.

## 3 CONTINUATION OF RECRUITMENT CAMPAIGN

- Inviting your desired target group by telephone and e-mailing the invitation
- Conducting the survey (RT SmartView)
- Sending the Outlook invitations for the Digital Round Table and the 1-on-1 conversations to the final participants
- Collecting statements and discussion points from participants

- Pre-discussing the session with moderator
- Weekly reporting of the progress, on which you can give feedback at any time
- Determining of maximum two delegates from your organization to honor the independent character of the meeting

## 4 ROUND TABLE

- In the morning, participation in the Digital Round Table by your delegates
- In the afternoon, carrying out the telephone appointments with the participants by your sales team

### SELECTION OF THE TARGET GROUP

To ensure we will be addressing the right target group for the event, we use our professional database. Based on your selection criteria (industry, position, organization size and location) we make a pre-selection.

You will have online access to this list to select your top priority prospects, eventually establishing a final guest list containing 200 contacts that we may invite to the Round Table.

### SUPERVISION BY A PRODUCER

The Producer is ultimately responsible for the project and also your first point of contact. The Producer reports on a weekly basis.



# GROWTH & DEVELOPMENT



At Paddls we believe in the development of our employees. After all, they are our most important success factor. Our people ensure growth of the organization, but the other way around as well. For example, all our Marketeers follow an internal development program, the Paddls Academy, to work on their sales skills. And we do not only promise development opportunities, we also create them. We call this 'the endless growth path'.

Because we foster career development, we bind talent to us longer. At the same time, we stimulate a positive form of turnover in the organization. Several former employees are now working at our clients.

We are proud of our Paddls Academy, which acts as a fantastic accelerator for commercial talent!

The Paddls Academy not only includes an extensive training course for new employees, but also continuous coaching and guidance. Learning by doing, we strongly believe in this at Paddls.

# RECRUITMENT OF PARTICIPANTS

For your own event



# OUR APPROACH

## THE RIGHT TARGET GROUP AT YOUR EVENT

Recruiting candidates for (corporate) events remains a challenge for many companies. E-mailing existing relations is quite simple, but reaching valuable prospects is a different story.

Paddls can provide support for this. We ensure that the right target group participates in your event, so that new business is within reach and you build a loyal business network.

## WHY CHOOSE PARTICIPANT RECRUITMENT?

- ✓ Relieving your employees.
- ✓ Recruiting specific target groups.
- ✓ Professional invitation process.
- ✓ Personal approach to potential participants.
- ✓ New prospects at your events.

**LET'S  
CONNECT.  
DEVELOP.  
GROW**

Contact

**Pim Böinck**

Managing Director  
commercieel@paddls.nl  
+31 (0)76 800 60 00

[www.paddls.nl](http://www.paddls.nl)

• **PADDLS**

