

the Finanser presents

DINNER with SKINNER

<https://chrisskinner.global>



PROPOSAL

THE IDEA

With the goal of cultivating and nurturing a CxO community, ABC sponsors a series of regular roundtable dinners chaired by Chris Skinner, CEO of the Finanser.

We propose that the dinners are held quarterly with an end of year event that brings together all attendees in an afternoon conference followed by cocktails

HOW IT WORKS

The Finanser invites C-suite members of targeted prospects and customers of ABC to the roundtable discussions.

The discussions are held as a 'research meeting' under the Chatham House Rule. By using the Finanser as an independent firm, and framing the dinner as a research event, there is impartiality and a clear method of ensuring this does not breach any improprieties. ABC's business development staff are able to attend, usually at a level of 1 person to every 3-4 CxO attendees.

LOGISTICS

The meetings are usually held in the evening at a Michelin style high-end restaurant.*

The Finanser manages all logistics, invitations, onboarding and more. This means that ABC purely needs to agree to the event on this date with this discussion, and we do the rest!

LOCATION

These events can take place anywhere in the world where ABC is trying to develop business. The strongest locations are in Europe, but we have organised events in America, Australia, Asia and other countries.



PRACTICALITIES

PREPARATION

In terms of preparation for the meeting, we would first agree a topic that both technology and business people could discuss, e.g. how has cloud computing affected banking. The Finanser would then spend time developing the attendance.

We request that two months is provided for this but, if needed, we can sometimes arrange a meeting with just one month notice.

ONBOARDING

Our preference is that the client, ABC, provides contact details for the attendees they want to target. If it is generic names and job titles, we try our hardest to ensure that the right people join, but we cannot guarantee this.

The ideal number of attendees is 10, as there are always drop-outs on the day. Therefore, we aim to agree a minimum of 10 attendees for the evening itself, with an expectation that 8 attend along with 2 representatives of ABC.

ON THE DAY

The dinner typically works by arrivals at 18:30, dinner at 19:00 with a formal discussion about a topic (chosen by ABC), with end of formal discussions at 20:30 and departures thereafter.

The dinner is chaired by Chris Skinner and, if requested as an option, recorded.

POST MEETING

After the meeting, ABC will receive the contact details of the attendees to follow-up. ABC also has the option to both (a) have a copy of the recording which is not to be shared, and (b) a marketing summary document of the meeting under the Chatham House Rule.





PRICING

The fee for a one-off dinner is £25,000 GBP with a 20% reduction for a series commitment of 3 or more dinners.

This fee includes all costs of onboarding target attendees and restaurant covers. It does not include travel overheads for Chris Skinner, who is based in Poland.

The additional fees would be for business class travel to and from Warsaw to the city location of the event, and his hotel for two nights.

The optional extras include the creation of the marketing document from the recording. The document would be written by Chris Skinner and the fee would be £5,000.

All fees quotes are subject to VAT / additional taxes where applicable.



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