

PANEL SPONSOR GUIDELINES

1 TOPIC SELECTION

- ▶ Argyle maintains overall control of panel topics to ensure relevance to our membership.
- ▶ Argyle will facilitate multiple content calls with your team to understand the topics you would like to speak on.
- ▶ Panel topics are intentionally broad to ensure we can highlight several participant's expertise.
- ▶ Although the title and theme of the panel will be broad, Argyle will ensure there are multiple relevant sub-topics that relate to your strategic messaging.



2 ROLE SELECTION

- ▶ Your speaker's title should be VP+ and, when possible, not from the sales function.
- ▶ The best speakers are senior practitioners (CFOs, CMOs, CHROs, etc.) from your organization.
- ▶ To ensure you are perceived as a thought leader, your speaker will serve as a panelist and active member of the discussion, rather than as the moderator.



3 PANELIST SELECTION

- ▶ You will be joined by three to five editorial speakers who are typically VP+ executives from organizations with at least \$1b in annual revenue.
- ▶ In addition to editorial panelists, you will likely be joined by a representative from another noncompeting vendor.
- ▶ Should you wish to ask a client to join your panel as a speaker, they must meet the speaker guidelines for the event and you must receive approval before extending the invitation.
- ▶ Not all editorial panelists may be users of your solution or service.
- ▶ All panelists are asked to remain vendor neutral.