

THOUGHT LEADERSHIP GUIDELINES



1 OVERVIEW

- ▶ Share thought leadership during a 20 minute dedicated session.
- ▶ Participate in an initial discovery call to discuss your topic facilitated by Argyle's Content Team.
- ▶ Send short title and overview for your presentation four weeks prior to event date.
- ▶ Receive approval on session content from Argyle's Content Team.
- ▶ Submit PowerPoint presentation to Argyle at least one week before your event date for approval and to ensure A/V functionality.



2 BEST PRACTICES

- ▶ Use real world examples such as case studies, best practices and lessons learned to provide the most value to the Argyle membership.
- ▶ The audience is comprised of high level decision makers like yourself, so please cater your content towards senior level executives.
- ▶ Avoid listing the services you offer. If you present yourself as a true thought leader, the audience will pursue more information about what you do.



3 NEUTRALITY

- ▶ Argyle is proud and protective of our high standards in ensuring the value of all content presented at our events.
- ▶ Strict guidelines are in place to ensure that all content presented is balanced and vendor neutral.
- ▶ Argyle seeks to prevent overt sales pitches or unbalanced vendor references.
- ▶ Speakers who focus on positioning themselves as thought leaders consistently receive higher attendee feedback.

THOUGHT LEADERSHIP FORMAT OPTIONS

1

FIRESIDE CHAT

- ▶ A senior executive from your organization interviews an editorial speaker (Argyle member or client customer)
- ▶ The editorial speaker must be a VP+ executive from an organization with at least \$1b in annual revenue

- ▶ Participate in a more **informal, conversational session**
- ▶ **Highlight your value proposition** via Q&A dialogue with a customer or prospect
- ▶ **Achieve brand association** with speaking organization

2

CUSTOM SPEAKER

- ▶ A senior customer delivers a case study on your behalf
- ▶ The customer must be a VP+ executive from an organization with at least \$1b in annual revenue

- ▶ **Achieve brand association** with speaking organization
- ▶ **Highlight a successful case study or relationship**
- ▶ **Leverage the speaking opportunity** as a high value invitation for a key relationship

3

SENIOR PRACTITIONER

- ▶ Your senior practitioner delivers the presentation
- ▶ The practitioner must be a VP+ executive within the same functional area as the given Argyle membership

- ▶ Use your senior practitioner to **elevate the perceived seniority of your solution's end user**
- ▶ Highlight how your own **executives use your product or service**
- ▶ **Share value proposition** on a peer-to-peer level

4

TRADITIONAL

- ▶ Your senior executive delivers the presentation

- ▶ **Utilize a proven presentation format**
- ▶ Feature an established, successful speaker
- ▶ **Take advantage of the highest level of editorial control** over session content