

Content Program Brochure

Table Talks is an **exclusive membership forum** designed for **senior marketing leaders** seeking to strengthen their executive-level skills and advance their careers. Over the course of 12 **high-impact sessions**, each 90 minutes long, you'll gain **strategic insights, cutting-edge marketing strategies**, and the **leadership tools** needed to drive measurable results in today's competitive landscape. The program is interactive and member-driven, with content curated based on **your preferences** and **industry trends**

Session Breakdown

Before we dive into our four strategic pillars, we will establish a strong baseline for collaboration and self-awareness.

1. **Session 0: Kick-off & Alignment**

- a. **Meet & Greet:** A dedicated space for members to build rapport and meet the rest of the forum.
- b. **Scheduling:** The group will align on availability to finalize specific dates and times for the sessions occurring over the following 3 months.

2. **Session 1: CliftonStrengths Executive Coaching**

- a. **Pre-Work:** Every member will receive and complete a CliftonStrengths assessment prior to the session.
- b. **The Session:** A professional coaching session focused on interpreting results.
- c. **Business Value:** Members will learn how to leverage their unique strengths to lead more effectively and apply these insights when building or managing their marketing teams.

3. **Finance & PL-Driven Marketing**

Sessions 3 & 4: Facilitated Group Discussion & Debate

- **Focus:** Understand how to align marketing efforts with **financial metrics** and **performance goals**. These sessions will explore the intersection of **finance and marketing**, focusing on key strategies for marketing leaders to drive revenue

growth and profitability.

- **Format:** We'll engage in **45 minutes of group discussion and debate**, during which participants will share their challenges, insights, and approaches to using **financial performance data** to inform marketing decisions.
- **Member Hot Seat:** Each member will have the opportunity to be in the **hot seat**, presenting a real-world challenge to the group, and gaining actionable feedback.
- **Collective Intelligence:** The group will collaborate to deliver innovative, cross-industry solutions grounded in collective experience.

Session 5: Guest Speaker (90 minutes incl. Q&A)

- **Topic:** Guest speaker will focus on **leveraging financial insights** in marketing, showcasing case studies on how top brands have used **PL-driven marketing** to align marketing efforts with business objectives. There will be a **Q&A** session to dive deeper into practical applications.

4. Technology, AI & Automation

Sessions 6 & 7: Facilitated Group Discussion & Debate

- **Focus:** Explore the latest developments in **marketing technology**, particularly **AI and automation** tools that can transform marketing operations. Learn how to integrate these technologies into your marketing strategy to execute more **efficiently and** deliver **personalized customer engagement** at scale.
- **Format:** These sessions will feature **interactive discussions**, allowing members to share real-time challenges and success stories about leveraging **technology in marketing**.
- **Member Hot Seat:** A chance for participants to present a current challenge related to tech implementation in their marketing processes.

Session 8: Guest Speaker (90 minutes incl. Q&A)

- **Topic:** A guest expert will provide insights on the **future of AI and automation** in marketing, discussing trends, risks, and opportunities. You'll leave with practical advice on **integrating AI** tools into your marketing campaigns to drive better

customer outcomes and streamline operations.

5. Leadership

Sessions 9 & 10: Facilitated Group Discussion & Debate

- **Focus:** Develop **high-level leadership skills** to lead marketing teams and influence executive-level stakeholders. Discuss strategies for **leading with confidence**, navigating internal politics, and inspiring innovation across your organization.
- **Format:** Engaging discussions will tackle leadership challenges, followed by **hot seat presentations** where members can present real leadership dilemmas and receive feedback from peers.
- **Member Hot Seat:** Each member will have the opportunity to present a leadership challenge they're currently facing, and the group will collaborate on solutions based on real-world experience.

Session 11: Guest Speaker (90 minutes incl. Q&A)

- **Topic:** Learn from a leadership expert who has successfully **led marketing teams** through complex organizational changes and driven results. The session will provide frameworks for **effective decision-making** and **managing high-performing teams**.

6. Full Funnel Marketing & Building a Brand

Sessions 12 & 13: Facilitated Group Discussion & Debate

- **Focus:** Master the **full marketing funnel** by understanding how to integrate awareness, acquisition, conversion, and retention strategies into one cohesive brand-building plan. Learn how to create and sustain a **brand identity** that resonates across channels, while optimizing each stage of the funnel.
- **Format:** This session combines **insights on multi-channel marketing** with **practical application**, ensuring that each participant walks away with actionable strategies they can implement immediately.
- **Member Hot Seat:** Each member will be invited to share their current marketing funnel, and the group will offer feedback and recommendations to optimize it.

Session 14: Guest Speaker (90 minutes incl. Q&A)

- **Topic:** A guest speaker will share their experience building successful brands from the ground up, covering how to execute full-funnel marketing strategies that **drive both customer acquisition** and **long-term loyalty**. **Q&A** will allow for a deep dive into the guest's real-world tactics.

How Sessions Work:

Each session is designed to be **interactive, actionable**, and focused on providing immediate, **real-world applications** that you can take back to your team.

The program is structured around **flexibility**, with content tailored to the **needs** and **interests** of the cohort, based on monthly **poll-driven topic selection***.

- **Live, Facilitated Sessions:** Every session is live, with an experienced facilitator guiding discussions, debates, and hot seat moments.
- **Collaborative Learning:** Each session emphasizes **collaboration**—members will work together to solve real-time business challenges and share insights from their respective industries.
- **Hot Seat Opportunities:** Throughout the program, you'll have the chance to be in the **hot seat**, presenting a current challenge to the group and receiving personalized feedback.
- **Guest Speakers:** Leading experts and thought leaders from the industry will share **strategic insights**, offering a fresh perspective on the topics covered and providing real-world case studies.

** **Poll-Driven Content:** Each cohort will shape the content of each session. Before every meeting, members will vote on the **topics** most relevant to them, ensuring discussions are always aligned with current challenges and priorities.*