

Big 4 Accounting Firm - Corporate Dining Seminars & Events

CHALLENGE: Deepen and expand relationships with heads of tax in a specific industry. Provide face-to-face opportunities for their virtual roundtable members.

ACTION: Create and sustain a two year old virtual network of **100+ heads of tax**. Coordinate in person dinner summits for members, by working closely with client to determine a location and peer discussion strategy. Focus on cities with large concentration of member executives and key clients or targets. Plan and host dinner roundtable sessions in each of those cities, ensuring the right participants and client SMEs at the table. Following a cocktail hour, conduct small-group facilitated dinner meetings allowing for valuable, in-depth conversation around topics of interest.

RESULTS: The firm engaged with current and potential clients in an intimate setting, added value by inviting appropriate subject matter experts to the discussion, and moved the needle on new or stagnant relationships.

KPIs: Strong participation has differentiated the client from competitors – offering intimate dinner discussions with member-driven agendas. The client has reported deeper relationships and higher engagement with those who attend the events, which has resulted in year over year increase in number of scheduled dinner events (one dinner event held in 2016; two held in 2017; **six** scheduled in 2018).