

CASE STUDY **1**

## Mid-Size Consulting Firm – Virtual Roundtable Series

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**CHALLENGE:** To grow brand awareness, enhance client exposure, gain new market share.

**ACTION:** Recruit 50+ F500 innovation executives to a peer-to-peer network. Organize and conduct 4 by-phone group exchanges and two in-person group exchanges per year.

**RESULTS:** Client engaged with **50+** innovation executives, more than half of which were new introductions. The one-on-one interviews conducted in advance of group exchanges helped the firm to deepen relationships with members and tailor their marketing strategies to create effective follow-up with each member organization.

**KPIs:** After one year, the firm reported **~250% ROI** on the program based on growth of business with clients who participate in the exchange.