



# Convene X Events Luxury Executive Events

Invitation-only

- Executive Dinners
- Virtual Roundtables
- Executive Webinars

AI / Technology • Financial Services • Marketing



# Who we are

## What we do

Premium, invitation-only executive events for senior decision-makers across AI & Technology, Financial Services, and Marketing—designed to create high-trust conversations, curated rooms, and measurable sponsor outcomes.

- ✓ Executive Dinners (in-person)
- ✓ Virtual Executive Roundtables
- ✓ Executive Webinars

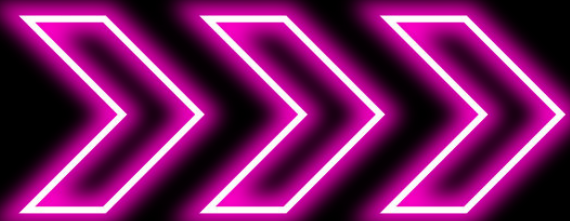
We specialise in high-value, low-volume experiences where every attendee is there for a reason. Each event is built around a clear ideal customer profile, a defined outcome, and a controlled guest list—so sponsors don't just “speak at an audience”, they enter the right conversations with the right people.



# The ConveneX Difference

## Why Convene X

- Invitation-only: quality-first curation (not mass networking)
- Senior rooms: Director+ focus for dinners/roundtables; Senior Manager+ for webinars
- ICP-led acquisition: built around your target accounts and decision-makers
- Premium experience: London venue capability and discreet hospitality standards
- Commercial safeguards: 100% upfront payment before work starts
- Outcome reporting: post-event insights + next-step recommendations



# Best Fit Sectors



## AI & Technology

Perfect for fast-moving categories where trust, clarity and senior buy-in drive adoption.



## Financial Services / FinTech

Ideal for regulated, relationship-led sales cycles where credibility and access matter.



## Marketing / MarTech

Built for vendors who need the right marketing leaders to engage, not just register.

# Who it's for



## Demand Generation / Field Marketing / Partnerships / Growth leaders

You need high-quality senior conversations that translate into pipeline, partnerships, and influence.



## B2B organisations selling into enterprise decision-makers

You sell complex solutions to senior buyers—so the room has to be curated, not crowded.



# Products Overview:

## Executive Dinner

Deepest relationships and highest trust in a private, invitation-only setting. Designed for senior, peer-to-peer conversation that accelerates enterprise pipeline and strategic partnerships. Highest trust (in-person)

## Virtual Roundtable

A curated, discussion-led session that delivers high-quality insight without the logistics of travel. Ideal for engaging senior decision-makers quickly while still protecting relevance, seniority, and sponsor outcomes.

## Executive Webinar

A scalable thought-leadership format built to attract ICP-matched registrations at Senior Manager+ level. Great for awareness and mid-funnel engagement, with full registration data and a replay asset to extend ROI.

## Bespoke Event

A tailored format built around your audience, objectives and brand experience—delivered in-person, virtual or hybrid. Ideal when you need something more customised than a standard package (e.g., private breakfast, briefing, or partner co-hosted event).



# Typical Partner Journey

## How we deliver premium outcomes

- Discovery & success criteria (objectives, ICP, exclusions, outcomes)
- Topic & positioning (theme framing to attract the right audience)
- Audience build (target accounts, outreach, seniority gating)
- Controls & approvals
- Dinners/Roundtables: client sign-off applies
- Webinars: Senior Manager+ ICP matched (no sign-off)
- Experience design (venue shortlist, run-of-show, moderator prep)
- Delivery + outcomes (hosted session + post-event insights)





# Executive Dinners (What it is)

## » Invitation-only Executive Dinners (in-person)

A private room of senior leaders designed for trusted conversation, insight sharing and relationship-building.

## » Perfect for

- Relationship-led pipeline and enterprise sales cycles
- Category credibility and thought leadership
- High-value accounts and strategic partnerships

# Executive Dinners

## (How it works)



01

### ICP-aligned delegate acquisition + seniority gating

We build the guest list around your agreed ideal customer profile, targeting the right job titles, company types, and seniority. Every attendee is qualified to ensure relevance and buying influence.

02

### Client sign-off before confirmation

You review the proposed delegate list before final confirmations are issued. This ensures the room matches your priorities and avoids wasted conversations.

03

### Rejections allowed only if outside ICP or direct competitor

To protect delivery quality, rejections are limited to clear ICP mismatch or direct competitive conflict. This keeps the process controlled and prevents over-filtering that harms attendance.

04

### End-to-end event management and delivery

We manage the full event lifecycle—from planning and outreach to confirmations, guest comms, and on-the-night hosting. You get a premium experience without operational burden.

05

### Sponsor attendance included (2–3 reps + moderator depending on size)

Your team attends with the right structure for natural conversation (not “selling from the front”). A professional moderator keeps discussion flowing and ensures balanced contribution.

06

### Venue and catering included (private room, food, drinks as per package)

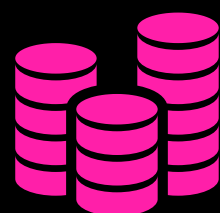
A premium private dining space is secured and fully managed, with catering and drinks included within the package scope. The venue is selected to match the experience level (Standard or Premium) and guest expectations.

# Executive Dinner Pricing (Standard)



## What it is

A premium, invitation-only private dining experience designed for senior peer-to-peer discussion and relationship building in a discreet setting.



## What's included (experience)

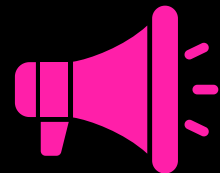
- Private dining room + catering included
- Welcome drink for networking
- 3-course meal + tea/coffee
- Half bottle of wine per person
- End-to-end management and hosted delivery



## Pricing (ex VAT)

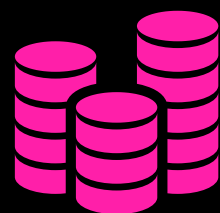
- 10 executives — £14,995
- 15 executives — £18,995
- 20 executives — £24,995
- 25 executives — £27,500

# Executive Dinner Pricing (Premium)



## What it is

An elevated version of the Executive Dinner with a higher-tier venue shortlist and upgraded drinks package—built for premium hospitality and maximum sponsor impression.



## What's included (experience)

- Higher-tier venue shortlist / upgraded private dining
- Upgraded wines + spirits / after-dinner drinks
- Enhanced arrival drinks and hosting experience
- Premium finishing touches and table experience



## Pricing (ex VAT)

- 10 executives — £18,995
- 15 executives — £23,995
- 20 executives — £30,995
- 25 executives — £34,995



# London Venue Capability

## Premium London delivery

We deliver in discreet, high-end venues across central London, selected to match your audience, objectives, and the desired experience level (Standard vs Premium).



## Example venues / partners

- Firmdale Hotels (London) — including Haymarket Hotel
- The Shard
- Sky Garden
- St James's Wine Bar
- Additional options on request: Savoy, Covent Garden Hotel, wider premium London network





# Virtual Executive Roundtables (What it is)

## » Virtual Roundtable (up to 90 minutes)

A hosted, discussion-led session with a curated senior audience built around your ICP.

## » Perfect for

- Senior insight-led discussions
- Pipeline conversations without travel/venue friction
- Testing new themes before a dinner series

# Virtual Roundtable

## (How it works)

01

### Sponsor attendance (2 executives)

Two sponsor representatives attend the session to engage directly in discussion and build relationships with the right senior audience—without it feeling like a sales pitch.

02

### Hosted, moderated discussion (up to 90 minutes)

A professional moderator runs the session end-to-end, keeping the conversation structured, balanced, and outcome-led while ensuring strong engagement throughout.

03

### Guaranteed delegate package size (6 / 10 / 12)

You choose the package that matches your objective and budget, with a clear minimum delegate commitment aligned to the agreed seniority level and ICP.

04

### ICP-led audience build + seniority gating

We build the audience around your ideal customer profile, targeting the right job titles, company types, and buying influence—so the discussion stays commercially relevant.

05

### Client sign-off before confirmation

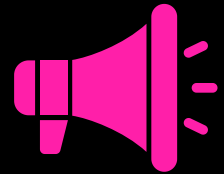
You review and approve attendees before final confirmations are issued. Rejections are only permitted if a delegate is outside the ICP or a direct competitor.

06

### Full GDPR-compliant attendee data + optional content add-on

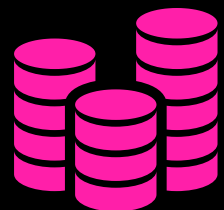
You receive GDPR-compliant attendee data and registration details to support follow-up. Optional add-ons include sponsor insight content distribution to the Convene X network.

# Virtual Roundtable Pricing



## Virtual Executive Roundtables (up to 90 minutes)

A curated, discussion-led session designed to engage senior decision-makers quickly, while protecting relevance and outcomes through controlled audience building.



## What's included (experience)

- 2 sponsor executives attend to participate in discussion and build relationships
- Hosted + moderated delivery to keep conversation structured and outcome-led
- Delegate package size: minimum 6 / 10 / 12 senior attendees (per package)
- ICP-led audience build + seniority gating to attract the right profiles
- Client sign-off before confirmation applies (reject only out-of-ICP or direct competitor)
- GDPR-compliant attendee data provided + optional sponsor insight content to the network



## Pricing (ex VAT)

- 6 delegates — £7,995
- 10 delegates — £9,995
- 12 delegates — £12,995



# Executive Webinars (What it is)

## » Executive Webinars (up to 60 minutes)

A scalable thought-leadership format designed to generate ICP-matched registrations, focused on Senior Manager+ audiences, and built to support awareness and pipeline engagement.

## » Perfect for

- Awareness + mid-funnel engagement with targeted senior audiences
- High-intent topics that perform at scale (education + demand generation)
- Content engine: replay asset + insights you can repurpose

# Webinars

## (How it works + rules)

01

### ICP-Targeted Outreach & Registration Management

We promote the session to an audience built around your agreed ideal customer profile. We manage registrations end-to-end to keep the process smooth and controlled.

02

### Senior Manager+ Audience Focus

Attendees are targeted at Senior Manager level and above, aligned to your ICP. This keeps the session commercially relevant and avoids low-quality registrations.

03

### Moderator-Led Delivery

A professional moderator runs the session to maintain flow, engagement, and timing. This ensures the discussion stays structured and valuable for attendees and sponsors.

04

### Speaker Management & Preparation

We support speaker prep, session structure, and run-of-show. This improves delivery quality and keeps messaging consistent and on-brand.

05

### Full Registration Data Provided

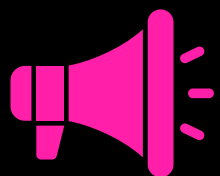
You receive the full registration list and relevant attendee details for follow-up. Data is provided in a usable format to support post-event outreach.

06

### Replay Link & Post-Event Asset

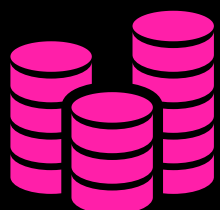
A replay link is provided after the session for continued value beyond the live event. This supports internal sharing, follow-up touchpoints, and content reuse.

# Webinar Packages — Pricing (ex VAT)



## What it is

A fixed-price webinar package that combines targeted senior outreach with a professionally hosted session—designed to deliver ICP-matched registrations and a high-quality live experience.



## What's included in both packages

- One 60-minute webinar session (live delivery)
- ICP targeting + Senior Manager+ audience focus
- Hosted production support (run-of-show, moderation, timing)
- Full registration list + replay asset after delivery



## Choose your package

- 25 registrations — £5,995
- 50 registrations — £8,995

### Important rule

- Webinars do not use attendee sign-off
- We ensure Senior Manager+ and ICP match based on agreed criteria

# Commercial Terms & Safeguards

## Commercial Terms & Risk Controls

- 100% upfront payment — no work begins until funds clear
- Minimum 90-day delivery cadence from cleared funds
- Credits not cash refunds — refunds issued as company credit for future events
- Safeguards + contingencies included contractually (attendance and delivery protections)

## Why this reduces risk

- ✓ Protects cashflow and delivery quality from day one
- ✓ Enables premium supplier/venue commitments without exposure
- ✓ Maintains a consistent, high-end delegate experience



# Multi-Event Booking Incentive

## Build a Series (Better ROI Over Time)

### Offer

- Book 3+ events under one agreement and receive 10% off total fees

### Ideal sequences

- Webinar → Roundtable → Dinner (scale → depth → premium close)
- Webinar series → Roundtable → Dinner finale (momentum → qualification → high-trust close)

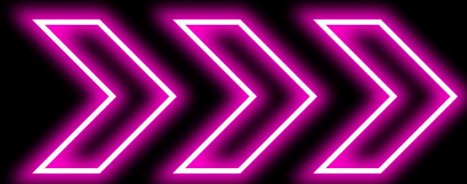


# Founder Led

## Experience Across Leading Organisations

Before establishing Convene X Events, our founder delivered over 120+ senior-level events and executive programmes for global enterprise organisations.

Their last year's portfolio achieved 100% attendance across 20 events, with a further programme reaching 95% — demonstrating a proven ability to curate environments that senior leaders prioritise



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# Next Step: 20-Minute Discovery Call

We'll confirm:

- Objectives and success criteria
- ICP + exclusion list (and competitor rules where needed)
- Format recommendation + delivery timeline
- Deliverables + pricing proposal

**Book An Exploratory Call**

