

Chief Executive

Executive Meetings & Retreats Series

Today's CEOs know a well-planned and well-executed destination meeting or retreat can prove invaluable, so they consider their personal involvement essential. In fact, research shows 81% of CEOs are actively involved in deciding offsite destination meeting and retreat locations for their companies. Until now, the challenge has been how to successfully reach this elite audience.



“Despite how some people will squeeze budgets and try to make retreats go away, when you look back to watershed moments in a company’s history, you can often trace them back to a retreat.”

—TERRY MACRAE, CEO of Hornblower Cruises & Events, an international marine company

BENEFITS:

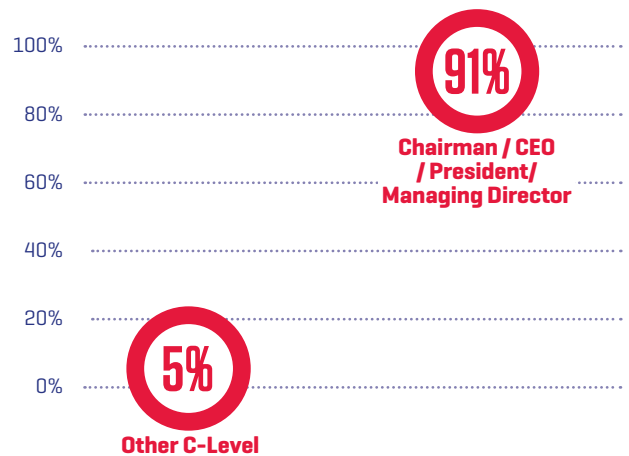
- Introduce your property to the CEO community and efficiently and effectively attract new business by reaching these top decision-makers.
- Educate CEOs on why your location is the ideal choice for their upcoming meeting or retreat.
- Differentiate your destination or property from the competition.
- Elevate your brand in a professional and authoritative editorial environment.
- Option to share content with our digital audience.

In a continuing annual series written by renowned destination meeting and business travel writer, Jeff Heilman, Chief Executive magazine will provide unique insights to CEOs on how to successfully plan and execute memorable and productive off-site executive meetings and retreats.



MAGAZINE READER PROFILE

C LEVEL DECISION MAKERS



93% have total or high degree of authority to award business or reject vendors



81% are actively involved in deciding off-site meeting and retreat locations for their companies



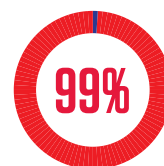
Magazine circulation

42,450

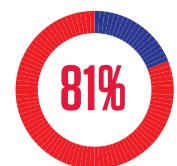
Total readership

110,000

AN ENGAGED CEO AUDIENCE



99% of Chief Executive readers believe the value of its content cannot be found anywhere else



81% utilize the contents of the magazine to form opinions or make decisions



2 out of 3 CEOs have responded to ads

PLANNING AN EFFECTIVE RETREAT: BEST PRACTICES

From planning a major transformation to fostering teamwork, there are many reasons to take their top executives out of the office and away from the distractions of office life. Done well, an executive retreat pays huge dividends - enhancing C-suite chemistry, reinvigorating teams and bringing new ideas to light.

This series installment will include insights from CEOs and experts on destination and property selection, creating and running a retreat agenda, holding team-building exercises, and much more.

ISSUE: MARCH/APRIL 2017

 **Order Close: January 9**

 **Ad Material: January 31**

ABOUT THE WRITER

With decades of experience, Jeff Heilman is known as one of the best destination meeting and business travel writers in the country. His articles have appeared in such publications as Premier Traveler, Meetings Focus, AAA NY Car & Travel, and Passport Magazine.

“Great magazine. I look forward to reading it every month. What I like about it is its focus on real issues that are meaningful to chief executives and they involve active, working chief executives in discussions and problem solving.”

—A.G. LAFLEY, Former Chairman and CEO, Procter & Gamble



HOW TO SELECT A MEETING OR RETREAT LOCATION

Depending on the event being planned, not all destinations are created equal. Beyond decor and room configuration, there's location, amenities, the surroundings, the views, and, increasingly, the venue's ability to deliver an "experience" executives will never forget.

This installment in our series will look closely at how venues differentiate themselves, how they cater to different types of executive audiences, and what they've been able to deliver to companies planning events. We'll look at the state of the art in terms of retreat experiences and, we'll provide guidance on how companies can pick the venue that not only best meets their needs but also goes well beyond their expectations.

ISSUE: SEPTEMBER/OCTOBER 2017

 **Order Close: July 10**

 **Ad Material: July 31**

INTEGRATED MARKETING PROGRAM INCLUDES:

- **Full-Page 4C or Two-Page 4C Spread units in Chief Executive magazine**
- **With each print insertion, your message will be included in our CEO Briefing: Spotlight on Boards e-Newsletter (delivered to 90,000 C-level executives).**
- **Discounts are available for multiple insertions and programs may be scaled and/or customized to suit your marketing needs.**

TO LEARN MORE, PLEASE CONTACT:

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