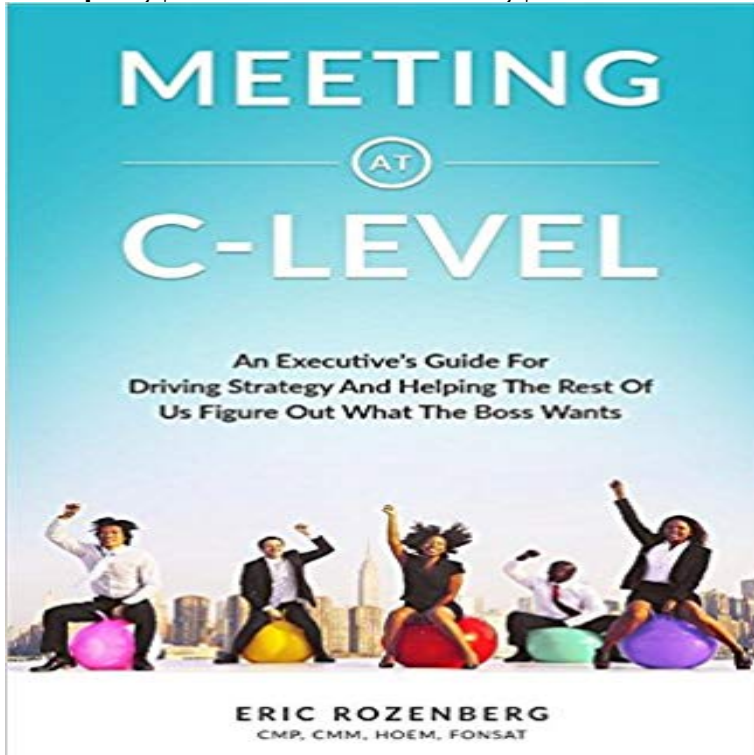


# Meeting at C-Level: An Executives Guide for Driving Strategy and Helping the Rest of Us Figure Out What the Boss Wants



I view this publication as essential reading for not only the C level executive but also anyone in the live events industry! Ken Sanders - President - Freeman In Meeting at C-Level, Eric Rozenberg takes you through his twenty years of experience working with corporate management at Fortune 500 companies to help you discover the answer to one question... How can you harness the true power of face-to-face meetings? By discovering WHY you are holding the meeting in the first place! Through compelling narrative and real-life examples from events held all over the world, Rozenberg shares his strategic approach and simple 7-step methodology for creating high-impact meetings that increase business performance. Take action to begin hosting face-to-face meetings that align your stakeholders, implement corporate strategy, engage your customers, and fully transform your business. Its just what this industry needed--and what should be required reading in all MBA and leadership programs. Alexandra L. Wagner, CMM - Chief Purpose Ambassador - SunTrust Bank Through insightful, real-world examples, . . . Eric thoughtfully and repeatedly illustrates the value of not just how, but why to hold a meeting. Aaron Lee - CEO - Illuminati Studios, President of Entrepreneurs Organization South Florida Erics ability to tie basic principles with storytelling is unique and extremely effective. I urge you to invest your time in reading this new book. Deborah Sexton - President and CEO - Professional Convention Management Association Eric brings a new approach to aligning your meetings with your organizations objectives. Don Welsh - President and CEO - Destination Marketing Association International This book will become required reading for C-level executives, directors, seasoned event professionals, and those choosing to pursue experiential

marketing and event careers. Kevin G. Kirby - 2014-2015 Chairman of International Board of Directors of Meeting Professionals International (MPI), Former Head of Marketing and Sales at Hard Rock International A must-read for commercial and communication leaders to know how to make meetings and events an investment instead of a cost. Fabrice Chouraqui - President - Novartis Pharmaceuticals USA A cleverly written piece that uses a common-sense approach to solving important, complex business issues. Cindy DAoust - President and CEO - Cruise Lines International Association I hope it becomes required reading in boardrooms globally. Carl Winston - Director - L. Robert Payne School of Hospitality and Tourism Management at San Diego State University

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