



VIP ROUNDTABLE EVENTS

Advertiser Perceptions offers an intelligent approach for connecting media sellers with advertisers (marketers and agency professionals) in a unique and proprietary environment conducive to increasing knowledge, advertiser satisfaction and business. Our [VIP Roundtable Events](#) foster better communication and collaboration among media brand executives and influential advertisers. The insights and direction derived from these meetings are focused on helping media brands strengthen their position in the marketplace, gain competitive advantage, increase sales, and improve advertiser satisfaction. Through these face-to-face meetings, our clients increase business via new and closer relationships, while gaining insights aimed at enhancing their go-to-market strategies and tactics.

EVENT TYPES

- Private / Public Roundtables
- Webinars/ Webcasts
- Industry Events
- Focus Groups
- Video Interviews
- Podcasts
- Meet & Greets

HOW EVENTS WORK

Advertiser Perceptions will host a roundtable event on behalf of a client.

We invite senior advertising executives, from marketer and agency firms, who are involved in advertising decision-making to discuss a pre-determined set of questions.

Advertiser Perceptions will moderate the dialogue and provide a comprehensive wrap-up report.

The insights and direction derived from these meetings can help a client strengthen their position in the marketplace, gain competitive advantage, increase sales, and improve advertiser satisfaction.

Invariably our clients and advertiser participants alike find these sessions to be a valuable way to create stronger ties between the companies involved.



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

AdvertiserPerceptions.com

Twitter.com/adperceptions

Linkedin.com/company/advertiser-perceptions

Info@AdvertiserPerceptions.com

212.626.6683

Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.