



THE CEO FORUM GROUP

TRANSFORMATIVE CEO SUMMIT

The Seminal Confluence of Transformative CEO's
Collaborating to Solve Today's Most Pressing Issues

June 21, 2021 • 11 AM-1 PM EST • VIRTUAL

30 Transformative CEO Panelists + 100 CEO Observers

June 21, 2021 11 AM – 1 PM EST

PART A: 11:00 AM – 11:30 AM

- Introduction, CEO mini-keynotes (three minutes each) to tee up problem-solving Workgroups

PART B: 11:30 AM – 12:30 PM

- Thought-leader facilitated CEO problem-solving Workgroups

PART C: 12:30 PM – 1:00 PM

- Presentation of each Workgroup's solutions (two minutes each)

THOUGHT LEADER SPONSORSHIP OPPORTUNITY

A unique opportunity to engage in problem solving and demonstrate thought leadership with your CEO peers, to help you develop high-level CEO relationships, and to gain exposure across The CEO Forum Group network.

Approved sponsors will be thought leaders who will work with and lead a focused Workgroup of 3-4 transformative CEOs addressing one of today's most pressing issues. There will be nine different Workgroups offered.

YOUR ROLE AS A THOUGHT LEADER/FACILITATOR

Pre-Event

- Select an appropriate Workgroup - each Workgroup consists of 3-4 CEO participants and the Workgroup thought leader / facilitator.
- The CEO Forum Group will work with you to develop a discussion abstract you can email to your transformative CEO Workgroup (3-4 CEOs) prior to the event.
- Your team provides your CEO profile and company branding information / materials.

At-Event

Part B: You facilitate your one-hour Transformative CEO Workgroup

- 5 Minutes - Workgroup leader and Workgroup CEOs introductions.
- 40 Minutes - Workgroup leader moderates group brainstorming session. The Workgroup will discuss possible solutions to reinvent their chosen industry / topic. Each group has a "Graphic Recorder" who in real-time will create a visual path to the solution for the Workgroup.
- 15 Minutes - You and your Workgroup will develop solutions for your two-minute summary presentation for the entire Summit audience. Graphic recording may be used as a visual.

Part C: You present a two-minute summary of your Workgroup's solutions to the entire Summit audience.

YOUR TRANSFORMATIVE CEO SPONSOR PACKAGE

- **Connection / Recognition:** As your topic's Workgroup leader and presenter.
- **Marketing / At-Event Branding:** Your CEO profile and your company information will be displayed on the event website, in the event program.
- **Marketing / Transformative CEO Digital Magazine:** Distributed to an audience of over 7,200 CEOs, it will include a thought leadership article on your Workgroup, your solution, your graphic recording (visual chart), as well as both your CEO profile and company information. We will work with your team (as needed) in the development of this content.
- **Marketing / CEO Forum Website:** Coverage of your Workgroup session, your summary presentation, and your visual notes posted on our website, TheCEOForumGroup.com
- **Marketing / Materials:** Permission to include a video of your Workgroup summary presentation and a copy of your Workgroup visual notes (both will be supplied to you) as part of your internal and external marketing and communications activities.
- **Marketing / PR Activities:** Additional exposure through our media relationships.
- **Connection / Recognition:** Recognition in the gift box sent to our CEO presenters.
- **Event Participation:** Invitations for three of your CEO customers, partners, or vendors, invitations for three members of your leadership team.
- **Sponsorship:** \$25,000

TRANSFORMATIVE CEO SUMMIT RESOURCES

- **Robert Reiss • CEO •** robert@theceoforumgroup.com
- **Lisa Donnarumma • Director of Events •** lisa@theceoforumgroup.com
- www.theceoforumgroup.com
- www.theceoforumgroup.com/transformative-ceo-summit/

RECENT TRANSFORMATIVE CEO AWARD RECIPIENTS

2020 Leading Through Crisis Award

Sharon Prince, CEO & Founder, Grace Farms Foundation

Brian A. Gallagher, President & CEO, United Way Worldwide

Carly Fiorina, Founder & Chair, Carly Fiorina Enterprises

Kathy Ireland, Chair & CEO, kathy ireland Worldwide

2020 Leadership Award

Dr. Robert Redfield, Director, CDC

Toni Townes-Whitley, President, Regulated Industries Microsoft

Marc B. Lautenbach, President & CEO, Pitney Bowes

Ronan Dunne, CEO, Verizon Consumer

Lt. General Nadja West, Surgeon General, U.S. Army

Edie Fraser, CEO, Women Business Collaborative

Michael Houston, CEO, Grey Group

Dottie Herman, CEO, Douglas Elliman Real Estate



2020 Innovation Award

Tami Erwin, CEO, Verizon Business
Rob Johnson, CEO, Vertiv
Mohamed Kande, Vice Chair, PwC US
Ken Lamneck, CEO, Insights Enterprises
Salene Hitchcock-Gear, President, Prudential Individual Life Insurance

2020 Healthcare Award

Dr. Steven J. Corwin, CEO, New York Presbyterian
Jeffrey Flaks, President & CEO, Hartford Healthcare
Gary Terrinoni, President & CEO, The Brooklyn Hospital Center
Alan B. Miller, CEO & Chairman, Universal Health Services
Richard Ashworth, President & CEO, Tivity Health

2020 Customer Experience Award

Mehran Assadi, Chairman, CEO & President, National Life Group
Bill Marriott Jr., Executive Chairman, Marriott International
Asma Ishaq, CEO, Modere
Dan Helfrich, Chairman & CEO, Deloitte Consulting LLP
Henrietta H. Fore, Executive Director, UNICEF
Martin Fritsches, President, Rolls-Royce Motor Cars NA
Sharon Price John, President & CEO, Build-A-Bear Workshop
Gavin Finn, PhD, President & CEO, Kaon Interactive
Brian Rolapp, Chief Media & Business Officer, NFL
Kay Koplovitz, Founding CEO USA Networks, CEO, Springboard Enterprises

2019 Customer Experience Award

Robert A. DiMuccio, Chairman, President & CEO, Amica
Melissa Reiff, CEO, The Container Store
Erik Anderson, Executive Chairman, Topgolf
Robin Hayes, CEO, JetBlue
James Parker, CEO, Masergy
David Nelms, CEO, Discover Financial
Jeff Motske, Founder & CEO, Trilogy Financial
Murray Rode, CEO, TIBCO
Herve Humler, Co-founder & Chairman Emeritus, Ritz-Carlton
Nigel Travis, Chairman, Dunkin' Brands

2019 Healthcare Award

Howard P. Kern, President & CEO, Sentara Healthcare
Michael J. Dowling, President & CEO, Northwell Health
Kathleen Silard, President & CEO, Stamford Health
Tom Mihaljevic, M.D. President & CEO, Cleveland Clinic
Robert C. Garrett, CEO, Hackensack Meridian Health
Warner Thomas, President & CEO, Ochsner Health System
Frans van Houten, CEO, Royal Philips
Kathleen Ruddy, CEO, St. Baldrick's Foundation
John M. Hauptert, President & CEO, Grady Health System
Dawn Zier, President & CEO, Nutrisystem

2019 Innovation Award

Charles Phillips, CEO, Infor
Barbara Humpton, CEO, Siemens, USA
John Chambers, CEO, JC2 Ventures
Karen Ignagni, President & CEO, EmblemHealth
Matthew Moynahan, CEO, Forcepoint
Scott Moorehead, CEO, Round Room
Juliet Scott-Croxford, CEO, Worth Media
Risto Siilasmaa, Chairman, Nokia
Bill Amelio, CEO, Avnet
Chris Miglino, CEO & Founder, SRAX

2019 Leadership Award

Jo Ann Jenkins, CEO, AARP
Farooq Kathwari, Chairman, CEO & President, Ethan Allen
Teresa White, President, Aflac U.S.
Joe Hart, President & CEO, Dale Carnegie
"Tiger" Tyagarajan, President & CEO, Genpact
John P. Davidson, CEO, Options Clearing Corporation
Michal Ippolito, Vice Chairman, Newmark Knight Frank
Ellen Kullman, CEO, Carbon
Julio Portalatin, Vice Chair, Marsh & McLennan Companies
Frances Hesselbein, Chairman, Frances Hesselbein Leadership
Rabbi Menachem Genack, CEO, OU Kosher
Bill Stemper, President, Comcast Business

[LIST OF PAST CEO FORUM GROUP INTERVIEWS](#)