



FORTUNE GREECE
+ TSOMOKOS

CEO INITIATIVE

The Role of Business in A Disrupted World

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CEO INITIATIVE

THE ROLE OF BUSINESS IN A DISRUPTED WORLD

The Fortune Greece CEO Initiative is a membership organization, bringing together CEOs that are committed to addressing business excellence, diversity, and major societal issues as a core part of their business strategies. Our annual meeting brings together members for collaborative discussions focused on the Initiative's core themes and the shared belief that infusing broader purpose into corporate strategies is increasingly important in attracting and motivating talent, deepening bonds with consumers, and steadying corporate reputation.

2022 ANNUAL MEETING

The world has undoubtedly entered a new age and is experiencing a tangled web of existential crises unlike any we've seen in decades. Russia's brazen invasion of Ukraine. Rising authoritarian tides. Political polarization. Diminished democratic institutions. Unbroken dependency on fossil fuels. Cataclysmic climate change projections. Deep distrust in capitalism. Raging culture wars.

The lingering battle with COVID-19 and fear of the next pandemic. Business leaders are feeling the pressure and more is being demanded of them than ever before. How are they expected to navigate these troubled waters? How does industry not only make profits but also a positive impact in an exceptionally difficult new global context? Fortune Greece CEO Initiative promises to confront these challenges head-on as we examine the role of business and leadership in a disrupted world.

2022 MAIN TOPICS

- ▶ Leadership perspectives from CEOs driving innovation and transformation
- ▶ Views from government officials and policymakers working across the aisle to drive economic prosperity
- ▶ Insights from subject matter experts on the key geopolitical and business trends
- ▶ Observations from thought leaders and academics studying shifts in workplace culture
- ▶ Stories from entrepreneurs and changemakers working at grassroots levels

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CEO INITIATIVE

PARTNER BENEFITS

▶ **CEO participation in the Fortune Greece CEO Initiative exclusive workshop**
pre & post Forum

▶ **CEO participation as a speaker in the Fortune Greece CEO Initiative Forum**

▶ **CEO participation at the Exclusive Dinner of Fortune Greece CEO Initiative**

▶ **Event Participation**
6 exclusive invitations and corporate table for the Fortune Greece CEO Initiative Forum

▶ **Participation and speaking opportunity to the monthly Fortune Greece CEO Initiative online events**

▶ **Right to use Fortune Greece CEO Initiative's partnership badge in corporate announcements**

▶ **Exclusive Dinner**
Invitations for Fortune Greece CEO Initiative Exclusive Dinner on 9 November 2022

▶ **Recognition in FORTUNE GREECE Magazine**
A special after publicity feature will be published on the December 2022 issue of Fortune Greece

▶ **Video Interview**

▶ Interview of C-level executive on Fortunegreece.com with extra promotion in social media platforms
▶ Dedicated articles from editorial team

▶ **Complimentary invitations and special opportunities to attend selected FORTUNE GREECE conferences**

▶ **Logo included in on-site event collateral (dedicated banners, pocket agenda)**

▶ **Opportunity to showcase a video loop both on site and online**

▶ **Free Annual Membership**

▶ **20% discount in the Delphi Economic Forum annual membership or registration fees**

▶ **20% discount on all Tsomokos' events registration fees**

▶ **Invitation to selected Delphi Economic Forum, Tsomokos and Fortune Greece events**

▶ **Free shipping of Fortune magazine issues**

▶ **Delphi Economic Forum's Annual Meeting**
1 ticket for 2023 Delphi Economic Forum in person

▶ **Delphi Economic Forum Member**

20% discount on the Delphi Economic Forum membership fee

▶ **Partner Benefits: Access to knowledge**

Access to additional data from surveys conducted by Fortune and Delphi Economic Forum in collaboration with strategic partners, newsletters with extra content exclusively for partner, speaking opportunities in articles that match the content of FortuneGreece.com

PARTNERSHIP COST: 15,000 EUROS

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CEO INITIATIVE

BECOME A MEMBER

MEMBERSHIP BENEFITS

- ▶ **Event Participation**
2 exclusive invitations and front row seats for the Fortune Greece CEO Initiative Forum
- ▶ **Exclusive Dinner**
Access to the Fortune Greece CEO Initiative Exclusive Dinner on 9 November 2022
- ▶ **Recognition in FORTUNE GREECE Magazine**
A special after publicity feature will be published in the December 2022 issue of Fortune Greece
- ▶ **Video Interview**
Participation in the “Meet the CEO Initiative members” video project
- ▶ **Member Voices**
 - ▶ Appearance in a special section of FortuneGreece.com after the conclusion of the CEO Initiative Forum
 - ▶ Opportunity to participate in special monthly events in the framework of the CEO Initiative Forum
- ▶ **Complimentary invitations and special opportunities to attend selected FORTUNE conferences**
- ▶ **Free shipping of Fortune issues**
- ▶ **Delphi Economic Forum’s Annual Meeting**
1 ticket for 2023 Delphi Economic Forum in person
- ▶ **Delphi Economic Forum Member**
20% discount on the Delphi Economic Forum membership fee
- ▶ **Member Services: Access to knowledge**
Access to additional data from surveys conducted by Fortune and Delphi Economic Forum in collaboration with strategic partners, newsletters with extra content exclusively for members, speaking opportunity in articles that match the content of FortuneGreece.com

MEMBERSHIP COST 5,000 EUROS

MEDIA PLAN

PRE-EVENT PUBLICITY

- ▶ Dedicated articles from editorial team in order to promote the forum and the participants.
- ▶ Brand Awareness & Brand Visibility: in all pre-event print and digital campaigns and all event collateral including website, social media outlets, email marketing campaign

EVENT PUBLICITY

- ▶ Logo included in on-site event collateral (dedicated banners, pocket agenda)
- ▶ Opportunity to showcase a video loop both on site and online
- ▶ Live blogging and branding in the special micro-site of the CEO Initiative
- ▶ Product demo or showcase in the Forum's venue

AFTER EVENT PUBLICITY

- ▶ A special after publicity feature will be published in the December 2022 issue of Fortune Greece with the key takeaways from the CEO Initiative Forum, including a list of members by name.
- ▶ CEO article in Fortune Greece CEO Initiative Special Edition (December issue) and Fortunegreece.com (after publicity video & articles) with extra promotion in social media platforms (Linkedin, Facebook, Instagram, YouTube).
- ▶ Video project «Meet the CEO Initiative members», under the pillar «The Role of business in a disruptive world» to annual forum.
- ▶ Full page in CEO Initiative Special Edition (December issue).

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CEO INITIATIVE

PARTNERS



AT A GLANCE

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CEO INITIATIVE

21

DISCUSSIONS

56

PROMINENT SPEAKERS

32

PARTNERS

9,6

HOURS OF HIGH END CONTENT

1.432

ONLINE SUBSCRIBERS

22'

AVERAGE VIEWING
TIME ONLINE

3.300

ONLINE VIEWERS

67%

AVERAGE ONLINE
ATTENDANCE
PER DISCUSSION

250+

PARTICIPANTS ON LIVE ATTEN-
DANCE

1.247.500

SOCIAL MEDIA IMPRESSIONS

52.000

LINKEDIN REACH

337.500

FACEBOOK REACH

782.250

FORTUNE GREECE IMPRESSIONS

232

TV, PRESS & ONLINE REFERENCES

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