



**CRITICAL EYE**

The peer to peer Board Community

# Executive & Board Engagement

Residential Retreats  
& Virtual Forums



**Criticaleye is the leading peer to peer Community for Boards, CEOs and their leadership teams. We represent a wide variety of leaders from divisional and C-suite executives to Chairs and Non-executives from global, listed, private-equity funded and public sector organisations.**

## **Does that sound like the type of audience you would like to be in front of?**

Criticaleye's events, whether held face to face or virtually, are distinct from other business meetings and conferences. They are specifically designed to maximise the opportunities for attendees to share their stories and experiences in a trusting environment, inspiring each other and enabling practical learning and the opportunity to build meaningful, lasting relationships.

The key to this level of engagement is the culture of our gatherings - creating a very rare, safe space. The pandemic of 2020 gave us the opportunity to adapt how we engage the Community to incorporate a highly effective and natural way to deliver our events virtually, succeeding in meeting the needs of our Members, Partners and guests as effectively as our physical events.

Having surveyed our Membership, we are clear that this method of virtual engagement will continue, replacing smaller physical gatherings. However, we also note the desire to come together in our residential Executive Retreats – the return of which is eagerly awaited.

This has meant that, for 2021 and beyond, we will now deliver two formats of events for our core stakeholder groups: CEOs, CFOs, Non-executive Directors, HRDs.

As our trusted Partner on these events, you will be perfectly placed to tap into this environment, giving you a platform to showcase your expertise and to form relationships with decision-makers who are actively seeking answers to the issues you can solve.

Only **25%** of CEOs surveyed by Criticaleye feel fully confident their team can navigate strategic uncertainty. As a Criticaleye Partner, you can help by sharing your insights



**“ Criticaleye was one of the first off the starting block to deliver executive-level, highly interactive virtual events when the lockdown started in 2020 – not many have followed suit. ”**

Delegate



Everyone likes a good story, and inspiration comes from people. Since 2012, Criticaleye has hosted multiple high-impact, case study-led Executive Retreats in the UK, Hong Kong and Singapore, bringing together leaders, executives and non-executives to share, interact, reflect and learn about best practice leadership.

Held over two days, these Retreats have offered an opportunity for senior executives to step away from the daily pressures of their businesses, to share and learn with peers.

Adapting to the need for leaders to interact without being able to meet, Criticaleye has evolved its service offering to deliver Virtual Forums - a format our Members tell us they will embrace going forward in tandem with the residential events.

From 2021, we will be holding at least the following Forums and Retreats. We expect to work with relevant non-competing Partners on them all, helping them to build relationships with core influencers whilst enhancing the experience of the attendees with their expertise:

## NON-EXECUTIVE DIRECTORS & CHAIRS // JANUARY, APRIL, JULY & OCTOBER 2021

### 3 x ½ DAY VIRTUAL FORUMS // 2 DAY RESIDENTIAL RETREAT

Chairs, Non-executives and Senior Independent Directors have to navigate increasingly complex roles. Our Non-executive Director Forums and Retreat will provide lively debate and discussion amongst a hugely influential group looking to enhance their contribution and capability.

*While we will also be holding smaller virtual events, on which we are able to work with Campaign Partners, we will be holding four core events. Three of these will be held as Virtual Forums, each over half a day, and the fourth will be a 2-day residential Retreat in the UK.*

## CHIEF FINANCE OFFICERS // JANUARY & NOVEMBER 2021

### ½ DAY VIRTUAL FORUM // 2 DAY RESIDENTIAL RETREAT

These two events are dedicated to the leadership challenges faced by CFOs in the current climate, from developing capabilities to shape and drive strategy to achieving the right relationship with the CEO and Chairman. At these exclusive events, we bring together leading CFOs to share experiences and establish best practice in an open and honest environment.

*The first of these will be a half-day virtual event and the second will be held over 2 days in a luxury hotel in the UK.*

“ **Criticaleye** is a **hidden gem**, offering the rare combination of the willing involvement and attention of some extremely senior (and very time poor) leaders, with an **open, honest** environment geared towards **shared learning**. I have never found anything else to compare it to.”

Partner



## HUMAN RESOURCES DIRECTORS // FEBRUARY & APRIL 2021

### ½ DAY VIRTUAL FORUM // 2 DAY RESIDENTIAL RETREAT

Established for Human Resources Directors, these events are opportunities for HR leaders to discuss and debate business critical issues including, for example, the relationship with the board, developing a high-performing leadership team, inclusion and diversity, the use of analytics, reskilling and creating and maintaining an agile workforce.

*The first of these will be held as a half-day virtual event and the second as a 2-day Retreat held in the UK.*

## GROWTH COMPANIES // MARCH & JUNE 2021

### ½ DAY VIRTUAL FORUM // 2 DAY RESIDENTIAL RETREAT

Our Growth Company Retreats and Forums bring together CEOs, Executive Teams and Boards of small and medium sized private and listed 'growth' businesses to share common challenges, discuss exit options and look at ways to improve leadership and business performance to drive higher business value.

*The March event will be held virtually over half a day and the June event will be residential, over two days and take place in the UK.*

## ASIA LEADERSHIP TEAMS // MARCH 2021

### 2 DAY RESIDENTIAL RETREAT

Our Asia Leadership Retreat focuses on the unique challenges of leadership in the region, with members of executive teams and boards hearing from high profile speakers and debating best practice with a diverse group of peers and experts.

*This Retreat will be held in Singapore over two days at the end of March.*

## CORPORATE CEOS // MAY 2021

### 2 DAY RESIDENTIAL RETREAT

Focused on Divisional, Regional and Group CEOs of corporates, this is an exclusive gathering focused on the challenges facing today's leadership and the difficult role of the CEO. This 2-day residential Executive Retreat is targeted at seasoned executives as well as those stepping up for the first time.

*This Retreat will be held in the UK.*

**47%** of CFOs surveyed by Criticaleye say the Chair, CEO and CFO are not aligned on strategy. As a Criticaleye Partner, you can help them navigate this





**As a Partner on one or more of our core events, whether virtual or face-to-face, you will have a unique opportunity to develop personal relationships and raise your profile in a closed and trusted environment.**

Being among a group of between at least 60 and 100 key leaders, your Partnership provides rare access to target clients ahead of your competition, as well as deepen existing relationships. Further, showcasing your expertise to brand ambassadors across a well-respected and connected group provides the potential to target a much wider pool of prospective clients.

As a Partner, there are clear opportunities built into the agendas which will enable you to connect with attendees and your prospects during and after the event. Additionally, we work with you to build a campaign offering pre- and post- event interactions and follow-ups to maximise your impact and reinforce relationships.

## Retreat Format

Held across two days in a variety of luxury hotels and country houses, our Retreats follow a very specific format designed to match the exact needs of attendees. Most delegates stay at the venue to ensure they are fully immersed in the experience.

The agendas are put together to ensure Partners have a number of avenues and opportunities to demonstrate their knowledge and expertise. Sponsorship will offer the opportunity to deliver, for example, a keynote address, take part in panel discussions and breakout sessions, and have the chance to build relationships with named targets through our pre-arranged peer to peer connections, as well as over lunch, dinner and breakfast.

We expect at least 100 delegates to attend these Retreats. These are a mixture of Community Members and guests/prospective clients of our Partners.

## Virtual Forum Format

Modelled on the concept of the Retreats, and initially created as a one day substitute, Virtual Forums have proven very popular and have since evolved into impactful energetic mornings of briefings, interviews and discussions, with the full participation of our Partners. These act as natural staging events between the Retreats.

While the number is typically higher, and the audience naturally more international, we conservatively expect to host at least 60 delegates on each Forum morning. As with the Retreats, these are Members and guests/ prospective clients.

**58%** of CEOs surveyed by Criticaleye feel isolated in their role. As a Criticaleye Partner, you have the chance to be their trusted advisor



“ Executives in the **Criticaleye Community** know that they will get value from every interaction, either asking or answering questions, as they are assured of the quality and relevance of those involved. As a Partner, it’s truly **special to be part of the trusted environment – and therefore part of the value the Members seek.** ”

Partner

# Past Speakers



Criticleye's global Community of CEOs, Chairs, senior executives and world-leading experts offers unrivalled access to premier speakers with vast experience and knowledge across a range of topics.

No matter what leadership challenge our Members are facing, we inspire leaders to succeed through our ability to pull in exactly the right speaker for each keynote or panel slot, utilising the phenomenal strength of our Community and extensive reach into global leadership teams.



**Dame Alison Carnwath**  
Independent Director  
BASF



**John Allan**  
Chair  
Tesco



**Samantha Barber**  
Non-executive Director  
Iberdrola



**Neil Berkett**  
Chair  
Guardian Media Group



**Julian Birkinshaw**  
Deputy Dean  
London Business School



**Emma Howard Boyd**  
Chair  
Environment Agency



**Diana Breeze**  
Group HR Director  
Bunzl



**Mark Allan**  
CEO  
Landsec



**Ruth Cairnie**  
Non-executive Director  
Babcock



**Sir Ian Cheshire**  
Chair  
Barclays Bank UK



**Rita Clifton**  
Non-executive Director  
Nationwide



**Tony Cocker**  
Non-executive Director  
SSE Plc



**Stine Bosse**  
Independent Director  
Allianz



**Susanna Dinnage**  
Global President  
Animal Planet, Discovery



**Lily Liu**  
CFO  
Essentra



**Lynne Embleton**  
CEO  
IAG Cargo



**Michael Lewis**  
CEO  
E.ON UK



**Sir Peter Gershon**  
Chair  
National Grid



**Pankaj Ghemawat**  
Professor of  
Global Strategy



**Andy Ransom**  
CEO  
Rentokil Initial



**Jane Griffiths**  
Non-executive Director  
Johnson Matthey



**John Rogers**  
CFO  
WPP



**Carl-Peter Forster**  
Chair  
Chemring



**Nickle LaMoreaux**  
Chief Human Resources Officer  
IBM

# Past Speakers



**Rick Haythornthwaite**

Chair  
MasterCard



**Stuart Kennedy**

Chief People Officer  
British Airways



**Hayley Tatum**

Chief People Officer  
Asda



**Fiona Ross**

Chair  
Córas Iompair Éireann (CIE)



**Penny Hughes**

Chair  
The Gym Group



**Alan Cook**

Chair  
Liverpool Victoria Insurance



**Bridget Rosewell**

Chair  
DVSA



**Ismail Amla**

Chief Growth Officer  
Capita



**Gavin Patterson**

President and Chief  
Revenue Officer  
Salesforce



**Tony Hayward**

Chair  
Glencore



**Graham Love**

Chair  
The Royal Mint



**Praveen Someshwar**

CEO  
HT Media



**Matthew Lester**

Non-executive Director  
Capita



**Steve Foots**

CEO  
Croda



**Tian Chong Ng**

SVP & Managing Director  
Greater Asia, HP



**Paula Dowdy**

SVP  
Life Sciences & Technology  
Illumina



**Steve Parkin**

CEO  
Mayborn Group



**Alex Cruz**

CEO and Chair  
British Airways



**Nigyar Makhmudova**

Chief Growth Officer  
Danone



**Wouter Van Wersch**

SVP  
Airbus



**Bal Samra**

Group Commercial Director  
BBC



**Vindi Banga**

Senior Independent Director  
GSK



**Sylvia Burbery**

President  
Royal Canin Asia Pacific



**Orna NiChionna**

Non-executive Director  
Saga



**Caroline Silver**

Chair  
PZ Cussons



**Phil Smith**

Chair  
IQE



**Mark Spelman**

Member of the  
Executive Committee  
The World Economic Forum



**Mary Jo Jacobi**

Non-executive Director  
Weir Group



**Shriti Vadera**

Chair  
Prudential



**Ashok Vaswani**

CEO  
Consumer Banking & Payments  
Barclays UK



**Martin Rolfe**

CEO  
NATS



**Steven Wichary**

Global President  
Dyson



**Julie Brown**

COO & CFO  
Burberry

# Attendees



BRANDS REPRESENTED AT PAST RETREATS INCLUDE:



# Summary of Benefits



## Why Partner with Us?

These are highly curated, expertly chaired, intimate, relationship driven events. They are not conferences or trade shows.

Our carefully selected Partners reap the benefit of exclusive access in their area of expertise to a group of up to 100 leaders and decision-makers that have ring-fenced the time in their busy schedules to attend and be present. You will have their attention, giving you numerous opportunities to interact and build relationships during and post these gatherings, as well as establishing your brand as the first port of call for expertise on the issues and challenges discussed.

### We provide a platform for you to:

Raise your profile with the most senior leaders in business

Have quality, value-based discussions with CxOs and Board Directors

Increase follow-up success ratios

Position you as a Trusted Advisor

Shorten your sales cycle

Associate yourself with Criticaleye's independent and trusted brand

**87%** of HRDs surveyed by Criticaleye are facing business model disruption. As a Criticaleye Partner, you can help prepare them and their companies for this.



“The Retreat was **500%** better on engagement than a year's worth of generic conferences.”

Partner

# Your Criticaleye Campaign Team



**Andrew Minton**  
Managing Director, Criticaleye

Andrew co-founded Criticaleye and is responsible for overseeing our Partnerships. He has an in-depth knowledge of the Community and the challenges business leaders face. He chairs over 40 of our events a year.



**Charlotte Timberlake**  
Account Director, Criticaleye

Charlotte plays a key role in advising Criticaleye's Partners on how best to interact with the Community. Her focus is to ensure that every engagement is aligned to the areas of expertise around which they are positioning their brand. She is responsible for the delivery of Criticaleye campaigns: overseeing the logistics of events, working closely with the Criticaleye Relationship Management team to drive connections with relevant Members, and ensuring that Partners are raising their profile through our event and editorial schedule.



**Hugo Lock**  
Account Manager, Criticaleye

Like Charlotte, Hugo's core objective is to advise our Partners on how they should engage with the Criticaleye Community, helping them to develop their own thinking, as well as their access at this level. All of this while delivering high value and insights to our Members.



**Amrit Jhita**  
Senior Account Executive, Criticaleye

Working on specific relationships and projects, Amrit acts as the primary contact between our Partners and Criticaleye, liaising between our teams and those of our clients on a daily basis to ensure that all targets and expectations are met and exceeded.



**Emma Carroll**  
Managing Editor, Criticaleye

Emma joined Criticaleye in 2017 as our Senior Editor and was promoted to Managing Editor in 2020. She is responsible for delivering quality, objective, audience-driven journalism that reflects the knowledge base and interests of the Criticaleye Community. Emma regularly chairs panels and leadership discussion groups with executive and board level leaders, both in the UK and Asia.



**Lucy Marks**  
Events Manager, Criticaleye

Lucy is responsible for the delivery of Criticaleye's extensive events schedule (over 150 a year). She works to ensure that every event hosted runs smoothly and to the highest standard.

## The Criticaleye Relationship Managers

Our Relationship Managers (RMs) are responsible for delivering value to Members of the Criticaleye Community. Our Advisory Practice team will work with the RMs on your behalf to ensure that, where a Member has a pre-existing need for knowledge and expertise, connections are facilitated. The RMs will also ensure that only relevant Members are invited to our events.



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## Inspiring Leaders to Succeed

### Our Values

**Respect:** an appreciation for diverse and varied views and experiences is crucial to high-performance leadership

**Collaboration:** working together to share knowledge and expertise is a defining characteristic of effective executive teams

**Challenge:** strategies and ideas need to be constructively challenged to reach the best outcome

**Trust:** leaders need to trust their colleagues and peers in order to work effectively and drive results

**Integrity:** we inspire leaders to succeed by providing a closed and confidential environment where Members can share openly

To discuss in more detail, please contact:

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