

MILLENNIAL ROUNDTABLES

We operate in a world where likes, comments, and followers have become synonymous with “consumer engagement.” But do these metrics tell the whole story? What does your audience really want from you? And more importantly, why?

Here’s a radical idea: ask them. Not on Twitter, but face to face.

Our Millennial Roundtables bring together bright and influential young minds around the table for an open, honest dialogue. We tailor the conversation to focus on a topic or challenge that is top of mind for you and your brand.

We don’t rely on middlemen or an algorithm. We give you direct access to the most valuable subset of consumers. Whether you’re interested in testing a new product idea or learning about the challenges your millennial employees face in the workplace, Millennial Roundtables deliver powerful insights that will give you an invaluable competitive edge.

WHAT IS THE WINNING FORMULA?

Our unique discussion format, inspired by the Jeffersonian style dinner, allows us to facilitate a highly purposeful discussion that is designed to achieve your brand objectives.

By establishing a few simple ground rules, we are able to create an environment that inspires creativity and collaboration.



WHAT ARE BRANDS USING IT FOR?

- Understanding brand perception and awareness amongst target audiences
- Validating new product or service ideas
- Connecting with millennial influencers and subject matter experts
- Uncovering the “why” behind millennial preferences and behaviors
- Giving employees a platform to share their voice
- Identifying and engaging top internal talent

WHO ATTENDS?

Based on your brand objectives, we curate a group of passionate, engaged 18-34 year olds from our [Tribe](#) of millennial thought leaders or from your own network of employees or stakeholders.

From the brand side, representatives can include top executives, marketers, and human resource professionals.

HOW MUCH DOES IT COST?

Insights roundtable pricing starts at \$10,000 per roundtable and includes:

- Full service event management
- Venue selection and preparation
- Custom event branding
- Discussion design (we will work closely with you to refine your desired outcome and craft a discussion guide to achieve this objective)
- Recruitment and preparation of millennial consumers and/or talent
- Moderation
- Food and beverage
- Summary insights report
- Optional add-ons: Highlight video, dedicated event RSVP website

CASE STUDY

CAMP CAMPBELL

As part of the Camp Campbell program created on behalf of Campbell Soup Company, we host a series of 10+ Millennial Roundtables annually with select members from city chapters across the country. These dinners bring together C-suite executives, including CEO Denise Morrison, with influential female foodies and thought leaders to discuss topics such as women's leadership, brand purpose, and millennial food preferences.



CASE STUDY

FORTUNE 500 EMPLOYEE DINNERS

As part of a broader initiative to evaluate and improve company culture, we hosted a series of internal roundtables for employee affinity groups at a Fortune 500 client. These dinners offered a safe environment for attendees to share and discuss the challenges they faced at the company, while giving the leadership team an opportunity to ask questions and gather feedback on suggested solutions.