



EXECUTIVE ROUNDTABLES · PARTNER BROCHURE

One table. One conversation. The right room.

Direct access to senior decision-makers. Pipeline built from real conversations.

What a PeerRoom roundtable is

A closed-door conversation for 12 to 15 senior executives, built around the decisions they are actively working through.

No stage. No slides. One table, one topic. The people who actually sign the contracts, not the ones who recommend them upward.

That is deliberate. Summits are built for reach. Roundtables are built for depth. In consultative sales, trust is the bottleneck, and it is built in conversation. Three hours in the right room often outperforms months of conferences.

Every session runs under the Chatham House Rule: nothing is attributed by name, but everything said is usable. The room is tightly curated, so the conversation stays candid and to the point.



WHAT YOU TAKE AWAY

- A room of 12 to 15 people from accounts you are actively trying to reach
- A clear read on how they are thinking about the decision you are selling into
- Named follow-ups with attendees open to continuing the conversation
- A written synthesis you can use internally and commercially



"Fantastic event with C-level attendance from the top banks in the region. We got some good follow-up conversations after the event, and I think this format is perfect for some of our other markets."

DANIEL BESSMERT · VP SALES, EURONET

Where we run them

Nine markets where we already know who to invite, and how to get them in the room.

01	Dubai	UNITED ARAB EMIRATES
02	Jakarta	INDONESIA
03	Johannesburg	SOUTH AFRICA
04	Kuala Lumpur	MALAYSIA
05	Lagos	NIGERIA
06	Manila	PHILIPPINES
07	Nairobi	KENYA
08	Riyadh	SAUDI ARABIA
09	Singapore	SINGAPORE



Each market is run by a local PMG team with an existing network of senior banking, payments and technology executives, built through the 10DX and VERIFY summit series. We know who owns the decision, and we know how to get them to say yes.

The roundtable formats

Choose the one that fits your goal and your buyers' calendars.

01 Executive Breakfast

2 hours · 12–15 guests

A two-hour session over breakfast, finishing by 10am. The lowest friction for senior executives, with high conversion on invitations because it does not eat into the working day.

02 Roundtable Lunch

3 hours · 12–15 guests · Most requested

A three-hour midday session with a working lunch. Enough time for a proper discussion, with unstructured conversation on either side of it.

03 Roundtable Dinner

3 hours · 12–15 guests

A three-hour evening session in a private dining room at a high-end venue. The format that produces the most candid conversation: people relax, the pitches drop and the real conversation starts.



You show up. We handle the rest.

01

GUESTS

12 to 15 pre-verified senior decision-makers from your target account list. Roles verified before invitation. You approve every name.

02

VENUE

Private dining space at a high-end venue in the chosen city. Meal and beverages for up to 18.

03

CONTENT

Central topic, three discussion points and a session abstract, co-written with you in the weeks before the event.

04

MODERATOR

An independent facilitator, a senior industry figure or journalist. Named moderators available on request.

05

SEATS

Two seats for your team at the table, and a five-minute opening provocation by your lead to frame the discussion.

06

TRACKER

A live invitation dashboard. Every name we have approached, accepted and declined, in real time.

07

DELIVERY

Production, logistics, venue coordination and guest concierge handled end to end by our local team.

08

POST-EVENT

Attendee contacts and an Insight Memo within 10 working days. Warm introductions to attendees open to follow-up.

How the partnership works

This is not sponsorship. You are the convening voice.

You control the room

You approve every name before an invitation goes out. Your target accounts drive the list: named accounts first, look-alikes second.

The agenda is built with you

We co-develop the topic and discussion points with you. The conversation is shaped around the decisions your buyers are actively weighing, not a generic industry theme.

Independently moderated

An independent facilitator runs the discussion. Your team has two seats at the table as peers, not presenters. No panels, no pitches, no decks.

Chatham House Rule

Nothing is attributed by name, so people speak openly. The conversation you hear is the real one, not the polished version they give at conferences.

What comes back to you

A written Insight Memo within 10 working days. Attendee contacts. Warm introductions to those open to follow-up.



How it comes together

Four stages across roughly ten weeks. You are involved at three moments; we handle the rest.

01

WEEKS -10 TO -8

Scope

Define the topic, the discussion points and the profile of the room.

02

WEEKS -8 TO -2

Curate

Identify, verify and secure the right twelve to fifteen people. You sign off on every name.

03

EVENT DAY

Convene

Run the roundtable. Your two seats, our moderator, Chatham House Rule.

04

WITHIN 10 DAYS

Follow-up

Deliver the Insight Memo, attendee contacts and warm introductions.

YOU SHOW UP FOR

The kick-off call, the guest list sign-off and the event itself. Roughly three to four hours of your team's time before the roundtable.

WE HANDLE

Delegate research, outreach, RSVPs, venue, production, moderation, logistics and post-event synthesis. Everything between and around those three moments.



Have a market in mind?

We can scope a roundtable within 48 hours. Most programmes run within 8 to 10 weeks from the day you say yes, with accelerated turnarounds from six weeks when the commercial window is tight.

We run one roundtable per persona per market each month. If you have a market or date in mind, reserve the slot early.

TO SCOPE IT, WE NEED THREE THINGS

- The buyers you want in the room: titles, functions, company profile and any named target accounts.
- The locations you want to cover.
- The business questions you want us to build the conversation around, or a rough theme, and we will sharpen it with you.



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