PeerRoom

PRIVATE EXECUTIVE ROUNDTABLES

# Gain Access to Your Priority Accounts.

PeerRoom brings 12 to 14 qualified senior executives together for a private, independently moderated discussion built around your target audience and a challenge that matters to them.

As the exclusive hosting partner, you build senior-level relationships, understand buyer priorities and create opportunities to develop and progress your sales pipeline. We manage everything from executive invitations and moderation to hospitality and follow-up.

PARTNER BROCHURE

INVITATION ONLY · CHATHAM HOUSE RULE · PITCH-FREE
MIDDLE EAST, AFRICA & SOUTHEAST ASIA
GROUPPMG.COM/PEERROOM



# Access Starts with a Credible Invite.

Your team can organise a private roundtable. The real challenge is persuading senior executives from your priority accounts to attend.

PeerRoom gives them a compelling reason to accept: a private discussion with fellow decision-makers facing similar challenges, where they can exchange practical experience away from the usual conference environment.

**As the exclusive hosting partner, you help shape a conversation that matters to your target audience. We manage the invitations, qualification and independent moderation, ensuring the discussion remains relevant, credible and pitch-free.**

## Reach executives who are difficult to engage

Our professionally convened, independently moderated roundtables help you engage senior decision-makers who may be reluctant to accept conventional vendor invitations.

## Engage your priority accounts

We research, qualify and invite executives from your target organisations. You approve every participant, ensuring the room reflects your commercial priorities.

## Build and progress your sales pipeline

Develop senior-level relationships, understand buying priorities and create opportunities for relevant follow-up conversations and future business.

## A fully managed, turnkey experience

From executive research and invitations to venue, hospitality, moderation and post-event follow-up, we handle the entire engagement. You focus on building relationships.



# A Qualified Executive Audience, Approved by You.

The quality of a roundtable depends on who is at the table. Every PeerRoom starts with your target accounts, the roles you want to engage and the challenge you want to discuss.

Depending on the topic, participants may include C-suite executives and senior functional or business leaders responsible for the issue under discussion. We agree the audience profile with you for each roundtable.



### A minimum of 12 qualified executives

For 12 to 14 external executives, excluding your own team, with no more than two from any one organisation.

### A carefully selected audience

Participants are identified by seniority, functional responsibility, industry relevance and involvement in the issue under discussion.

### You approve every participant

Your target-account list guides our outreach. Every prospective participant is reviewed and approved by you before an invitation is issued.

### Independent moderation

An experienced industry executive or subject-matter specialist guides the discussion. We propose suitable candidates; you select the moderator.

**Your team has two seats at the table and the opportunity to frame the discussion before joining the conversation.**

YOUR PEERROOM PARTNERSHIP INCLUDES

**The Room**

Two partner seats, a private, professionally managed venue and hospitality suited to the format.

**The Work**

Participant research, invitations, qualification and confirmation management, with live visibility of progress, plus moderation, logistics and a defined planning timetable.

**The Intelligence**

A participant pre-read before the roundtable, the Roundtable Intelligence report afterwards, and consent-based contacts and follow-up support.

Qualification and attendance terms are set out in the partnership agreement.

# Join the Conversation as a Peer, Not a Vendor.

PeerRoom gives you a seat at the same table as the executives you want to engage. Rather than delivering a sales presentation, you contribute your expertise, exchange perspectives and explore the challenges they face.

As the exclusive hosting partner, you help shape the discussion and participate alongside senior decision-makers, building credibility and relationships through genuine conversation.

1

## Set the context

The moderator introduces the topic and the Chatham House Rule. You briefly frame the business challenge, followed by an anonymous opening poll to identify the room's priorities.

2

## Exchange perspectives

Three carefully developed themes guide the discussion. Participants share experiences, challenge assumptions and explore different approaches, giving your team a deeper understanding of what matters to the executives in the room.

3

## Continue the conversation

Once the formal discussion closes, there is time for informal conversation and further engagement with participants. Where there is mutual interest, these connections can continue beyond the roundtable.

CHOOSE THE SETTING

**Executive Breakfast** — Around 2.5 hours
One focused topic, discussed in a private room before the working day begins.

**Roundtable Lunch** — Around 3 hours
A midday discussion with peers who work on the same priorities.

**Roundtable Dinner** — Around 3 hours
Room for a longer, candid discussion over a shared meal.

**Each engagement is hosted in a carefully selected private setting, with venue, hospitality and guest experience managed by PMG.**



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# Turn Engagement into Sales Conversations.

The value of PeerRoom doesn't end when the roundtable finishes. We help your team prepare for the discussion, understand the priorities raised and pursue relevant follow-up conversations with executives who want to continue the relationship.

BEFORE THE ROUNDTABLE

## Participant pre-read

A structured briefing on each confirmed participant, so your team arrives knowing who is in the room, their responsibilities and the issues relevant to the discussion.

AFTER THE ROUNDTABLE

## Consent-based follow-up

Contact details and help with introductions to executives who agree to continue the conversation, so your team can follow up while the discussion is fresh, build on those relationships and create opportunities for relevant sales conversations.

WITHIN ONE WEEK AFTER THE ROUNDTABLE

## Roundtable Intelligence

A six-page, unattributed record of the priorities, concerns and open questions raised: a tool that helps your sales team prepare for meaningful follow-up.

ADAPTED EXTRACT FROM A RECENT REPORT

ROUNDTABLE INTELLIGENCE · LAGOS, OCTOBER 2026 · CBN'S 1 JANUARY 2027 PAYMENT DATA LOCALISATION DEADLINE

BOTTOM LINE

**The room agreed most institutions will not be fully compliant on day one, and that moving the data is the easy part.**

- Data quality is the hidden gap: unclean core banking data undermines the fraud, churn and credit models every bank wants to build.

Shown as an example of the format; PeerRoom can be convened in any sector. Nothing is attributed to a named participant or organisation.

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# A Track Record You Can Rely On.

PeerRoom is powered by PMG Events, whose team brings over 75 years of combined experience in organising B2B events and bringing senior decision-makers together.

RECENT ENGAGEMENT

LAGOS · 20 OCTOBER 2026

## The 2027 Deadline: Don't Just Move the Data. Fix It.

- Objective: engage WrkFlws' target audience across tier-one, mid-tier and newer banks
- Delivered: 12 senior leaders from eight Nigerian banks and fintechs, and pre- and post-event market intelligence
- Outcome: seniority and spread of the room matched the partner's target audience

### SELECTED UPCOMING ENGAGEMENTS

| | |
|---|---|
| **Dar es Salaam**<br>2 February 2027 | New Systems, Old Arguments: Who Owns the Data? |
| **Nairobi**<br>17 March 2027 | Real-Time Supervision Is Coming. Who Owns the Data? |

### WHERE PEERROOM CAN BE ORGANISED

Regions where PMG Events has existing event-delivery capability and senior networks.

**Middle East** Dubai, Riyadh, Abu Dhabi, Doha, Cairo
**Africa** Lagos, Nairobi, Dar es Salaam, Addis Ababa, Johannesburg
**Southeast Asia** Jakarta, Kuala Lumpur, Manila, Singapore

### MARKETS WE SERVE

- Banking, Payments & Fintech
- Cybersecurity & Digital Trust
- Cloud, Data & Digital Infrastructure
- Enterprise AI & Automation
- Fraud Prevention & Financial Crime
- Customer Experience & Digital Commerce



LAGOS ROUNDTABLE, 20 OCTOBER 2026

### WHAT OUR PARTNERS SAY

> It is a strong list, and the seniority and spread across the tier-one, mid-tier and newer banks is exactly what we were hoping for. Your team did a great job on the roundtable.

**Greg Wood** · Founder & CEO, WrkFlws

> 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

### SELECTED PEERROOM CO-HOSTS

Clari5 A Perfios Company · Euronet · WrkFlws

PeerRoom | PMG

# Build Your Next PeerRoom.

Tell us who you want to engage, where and why. We will come back with a proposed roundtable: target audience, discussion theme, format and delivery plan.

## WHAT WE NEED FROM YOU

1 **Your target audience**

Priority organisations, industries, executive roles and any specific target accounts.

2 **Your preferred market**

The city or market where you want the engagement to take place.

3 **Your business challenge**

The question or strategic issue that would make the discussion valuable to your target executives.

## START THE CONVERSATION



PARTNERSHIPS

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## AN INDICATIVE EIGHT-TO-TEN-WEEK PLANNING CYCLE

WEEKS -10 TO -8

**Define**

Agree the objectives, audience, discussion theme and format.

WEEKS -8 TO -1

**Curate**

Research, qualify, invite and confirm participants, with your approval.

EVENT DAY

**Convene**

The moderated roundtable, in a private setting.

WITHIN ONE WEEK

**Report**

Roundtable Intelligence and agreed follow-up support.

**From audience research and invitations to venue, hospitality, moderation and reporting, PMG manages the entire engagement.**