




ENGAGEMENT SERVICES



Skytop provides numerous content-driven platforms, conferences and networking events to explore the emerging factors that disrupt the corporate landscape and drive company value. Comprehensive opportunities, from on-site promotions to ongoing digital production of market-moving dialogue, are a gateway to connecting with Skytop's global network and audiences.



LIVE

SYMPOSIUM

Digital Campaigns:

Before, during and after events, sponsors are offered various opportunities to connect with the Skytop community through comprehensive email and digital campaigns. These initiatives target specific audiences and elevate sponsor brands in the minds of an attendee, emphasize partnered efforts as agendas are established and reinforce participation at the close of the event. Campaigns are delivered, monitored and communicated to partner firms regularly for a complete understanding of the qualitative and quantitative results.

Speaking Opportunities:

Each event is an exclusive gathering of industry executives interested in topically-driven discussions lead by thought leaders. As speakers are solidified, the Skytop team works closely with sponsors to incorporate their business expertise alongside these industry experts. Agendas are built with partners and sponsors in tandem to afford attendees the opportunity to broaden their understandings and networking opportunities.

On-site Branding:

Partner branding (digital and physical signage) is prominently displayed across common areas to amplify sponsors' networking efforts and their brand awareness.

Live Streaming Conferences:

Face-to-face events are live streamed to broaden partner connections across Skytop's global network and audiences. With direct connections to digital attendees, partners widen the scope of options to network with professionals effectively and conveniently beyond the live event structure.

SKYTOP

ONLINE

Banner Advertising:

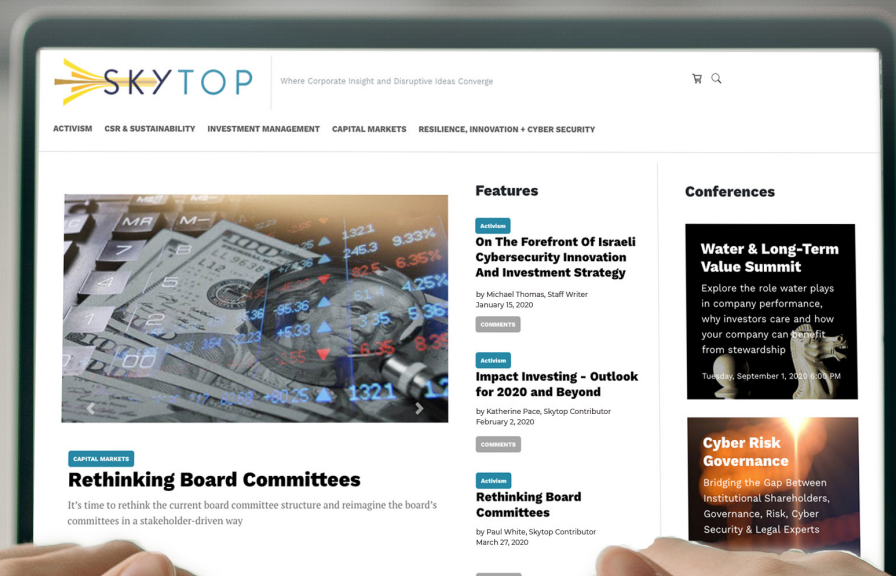
Strategic placement of online banner advertisements increase sponsor brand awareness while targeting specific audiences of interest. The Skytop team works with all sponsors to ensure banners properly measure the effectiveness of their message and are results-driven.

Sponsored Content:

Skytop provides editorial support to sponsors who prefer content-centric marketing efforts, including sponsored articles, advertorials, white papers and more. Sponsors reach their specific audience with their targeted message.

Partner Showcase:

The partner landing page elevates awareness for sponsor firms by showcasing their position in the market and how they directly associate with Skytop practice areas. A detailed company overview and logo are linked directly to partner-specific landing pages to increase referral traffic. Other options include video links, static banner ad placement, editorial pieces, in-depth speaker/executive bios, etc.



LIVE

SEMINARS

Face-to-Face Workshops:

Sponsors have the capability to regularly connect with invitation-only audiences brought together to engage with experts leading specific topics of discussions. Sponsors lead discussions with introductory remarks and are invited to network before, during and after events at Skytop's headquarters. Email and digital marketing campaigns are executed around the workshops to enhance awareness and further qualify targeted audience participants.

Lunch and Learns:

Sponsor organizations can capitalize on the benefits of disciplined training sessions led by Skytop's network of thought leaders several times throughout the year. These interactive events are streamed from Skytop's headquarters and designed to mentor junior level associates into managerial roles.



PRODUCTION & MULTIMEDIA

Digital Video Interview:

An executive from the sponsor or partner firm is interviewed on camera by Skytop's CEO Christopher Skroupa utilizing its on-site production studio. Skytop's creative services team produces the interview into a short, engaging digital offering hosted on its website and shared across its social media feeds to its global network and audiences.

Extended Series Interview:

Sponsors work with Skytop's creative services team to brainstorm, script and produce recurring, content-heavy, disruptive topics of conversation. This longstanding series of dynamic discussions will be marketed across the Skytop website and social media feeds to its global network network and audiences.





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