



Weber Shandwick is pleased to offer VOICEBOXX™, a unique suite of exclusive executive service and product offerings that help companies strategically secure senior management visibility and positioning. Through our proprietary approach, we help senior management gain industry advantage, attract new business and effectively position their company's thought leadership. As a global Fortune 500 executive said, "The CEO wants visibility, the business units request it, and the competitive environment demands it." (From *Guessing to Planning: Placing C-Suite Executives in the Most Strategic Forums, 2010*)

**VOICEBOXX™ provides executives with proven global, national and regional speaking opportunities that advance a company's competitive positioning and reputation.**

According to recent Weber Shandwick research, there is an increasing shift toward greater CEO engagement in today's post-recessionary economy (*All Star Executives at Five Star Events, 2010*). As a result, an increasing number of high-level executives are leveraging more channels than ever before to disseminate their company's message, contributing to a 96% increase in CEO and 40% increase in C-Suite participation at top-tier global events.

Weber Shandwick targets a strategic mix of high-caliber venues tailored to meet business objectives. Through our global database of prestigious business events, industry conferences, CSR summits, international forums and customized events, we secure speaking engagements for executive titles including Chairman, CEO, CFO, COO, CLO, CMO and CIO.

VOICEBOXX™ guarantees the placement of executives at the "right" conference with the "right" peers. Our team also has expertise creating highly interactive salons that engage influencers from Wall Street to Main Street, and throughout the halls of Capitol Hill.

For more information on Weber Shandwick and VOICEBOXX™, please visit our [site](#).

## BASELINE

- 12-month competitor analysis of speaking engagements
- Strategic action plan of recommended engagements and networking opportunities
- Four speaking opportunities per year
- Insight into platform positioning

## CUSTOMIZED SALONS

- Intimate discussions with no more than 10 global influencers on pressing issues that will open doors for business growth
- Venue to serve as a forum to promote unrestrained social and civil dialogue
- Foster impactful and lasting connections through action-oriented conversation
- Focus is not media coverage, but rather, to drive influence within your industry and beyond

## MAXIMIZING IMPACT

- Create thought leadership through series of strategic media profiles and opinion pieces
- Secure on-site interviews with prominent media influencers
- Secure meetings with influential attendees to create business opportunities
- Generate online buzz through an integrated social media strategy, leveraging video vignettes and podcasts

## VOICEBOXX 3.0

- Drive event buzz via Facebook and Twitter, encouraging user participation
- Create a client-hosted destination site to serve as a hub for all event content and link to event website
- Create video content featuring speaker interviews and footage of presentation, making available via client site, online properties and YouTube

To learn more about Weber Shandwick's VOICEBOXX™ offerings, please contact:

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