



Johnston Company Events: Competitive Map

	Speaker	Panel Discussion	Sales Presentation	Hired Advisor	CEO Group	One-on-One Talk with CEO Peer	Mgmt. Team Meeting	Board Meeting	Johnston Co. CEO Events
Freedom to be candid and vulnerable	Low	Low	Low	Medium	High	High	Low	Low	High
Access to peer CEOs in candid/vulnerable mode	Low	Low	Low	Low	High	High	Low	Low	High
Participation	Low	Low	Medium	High	Medium	High	High	High	Medium
Ability to receive individual attention	Low	Low	Medium	High	Medium	High	High	High	Medium
Ability to attend only for topics you want	High	High	High	High	Low	High	Medium	Medium	High
Confidentiality	Low	Low	Low	High	High	High	High	High	High
Continuity over months and years	Low	Low	Low	Varies	High	Medium	High	High	Medium
Flexibility of time commitment	High	High	High	High	Low	High	Medium	Low	High
Pressure and Risk	Low	Low	Medium	Low	Low	Low	Medium	High	Low
Cost	Varies	Varies	Free	\$25K-50K per year	\$5K-14K per year	Free	Free	Varies	\$340 per event
Motive of Organizer	Fee; Visibilty	Visibility; Fee	Make a sale	Fee	Fee	Mutual Aid	Entity's Success	Entity's Success	Fee