

How to 20x your impact at executive roundtables

Maria Pergolino

Sometimes it's easier to see an example of excellence than to explain it. So here's the best example I've come across. If you take this approach, you'll get the right prospects to your dinners and small events and make your brand unforgettable to your top targets.

STEP 1

Figuring out the right profiles to invite

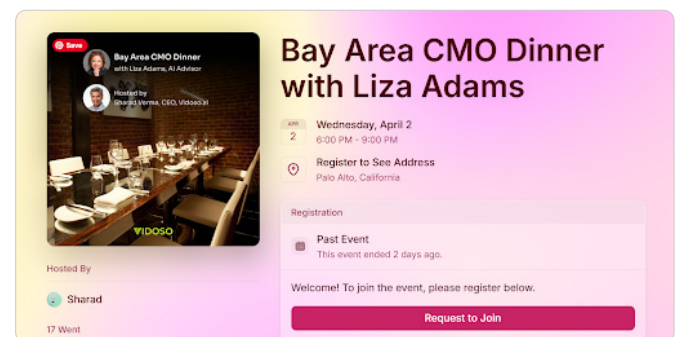
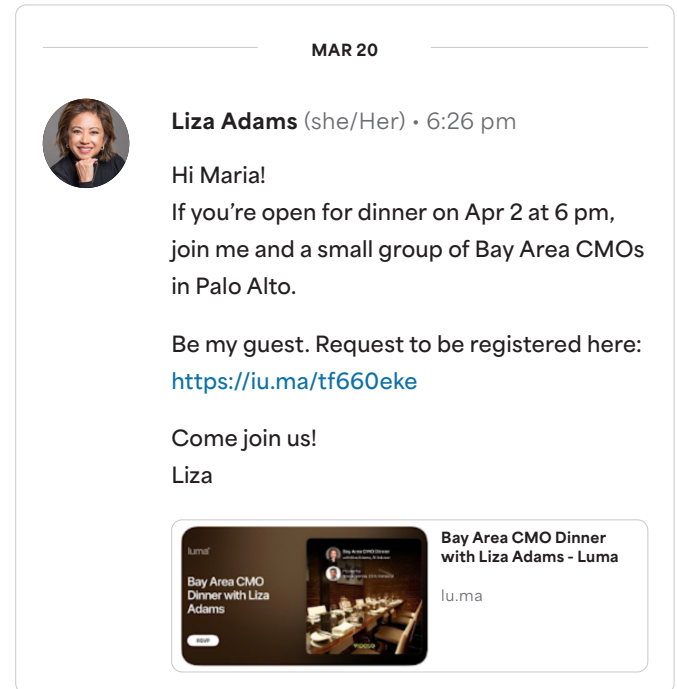
Ideally, you have an account-based strategy where you already know your customers and prospects by industry and region. If not, do some research prior to the event and make sure you know who you want to host at the event. Do not just email a random list that might include competitors or those outside your ICP.

STEP 2

Filling the table

There are two strategies I recommend:

1. **Secure attendees from one or two well-known brands before you send the invite.** Then, reach out to prospects or customers one at a time, letting them know you want to introduce them to those attendees.
2. **Partner with a customer or influencer in the space.** Have an influencer or customer send personal invitations. In this example, that's exactly what happened. Liza Adams, a well-known CMO and AI influencer, extended the invite knowing I'd be in town. Notice she didn't mention a brand directly, but it was clear on the landing page. Also notice how:
 - The **brand is secondary** to the event.
 - The landing page includes a **request to attend**, so if someone outside your ICP (like a competitor) tries to register, you can easily say the event is full.



STEP 3

Ensuring everyone shows up

You've got the RSVP — now you need to make sure they actually attend.

- **Confirm the RSVP** and send a calendar hold immediately.
- **Send a reminder** the day before the event.
- **Make it personal.** Let them know they'll be missed if they don't attend. Mention someone you want them to meet or something you're bringing just for them.

These personal touches matter a lot when your prospect is tired, stressed, or debating whether to brave traffic. If they feel a sense of commitment, they'll come. If it feels optional, they may skip.

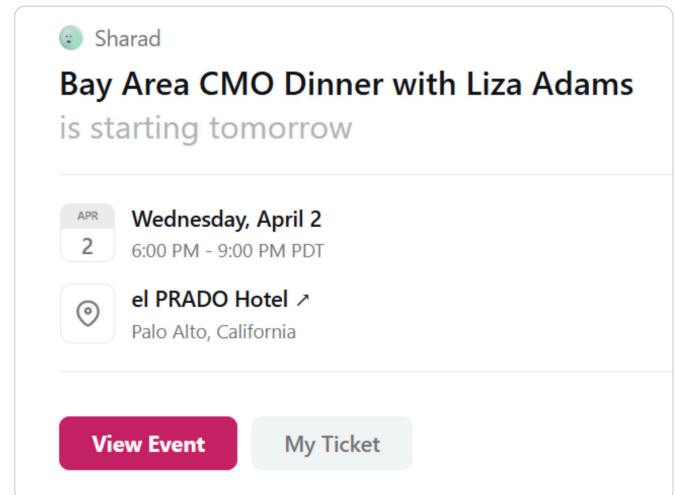
Examples:

I'm excited to meet you Thursday! I just spoke to [X] and they're looking forward to seeing you too.

I remember from our last event that you always take notes during your meetings. I picked up one of my favorite notebooks for you—I hope you love it.

You mentioned this restaurant last time we spoke, which is why we picked it! We'd love for you to share a few words with the group about why it's your favorite.

Just remember to be genuine in any of your comments and outreach.



STEP 4

Creating FOMO

You're not just selling to attendees—you're also building desire among non-attendees.

In this case, before the event, the host wrote the post at right. Note the following best practices:

- The host mentioned the dinner and **highlighted the brands** attending. This creates social proof—readers will assume those brands are customers or serious prospects.
- By tagging attendees or asking them to comment, the host **reinforced their commitment** to show up. It also boosted post visibility on LinkedIn.

Dear marketing leaders –

Ayush, Liza and I are looking forward to hosting you all for the Vidoso marketing leader dinner in Palo alto this wednesday on 4/2 at 6 PM PST at El Prado Hotel, Palo Alto.

Pls engage with this linkedin post, or reply to this email and confirm your RSVP.

Venue: El Prado Hotel - 520 Cowper St, Palo Alto, CA 94301, USA

Room: Bibileoteca Take stairs up and follow Vidoso signage for the private room

Parking: You can valet your car or park anywhere on the street.

Time: 6 PM PST

You can text me at xxx-xxx-xxx if you have any questions.

Thank you.


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🔥 Super excited to host Vidoso's 5th CMO dinner this Wednesday; with [Liza Adams](#) – one of the most badass marketing AI futurist – as our featured guest!

This is a power packed AI dinner with marketing leaders from ProofPoint, Veritas, Informatica, Carta, Clari, Dialpad, Smartsheet, Informatica, Amplitude, Glean, KX, Velocity and ex. CMOs of Calendly, Seismic and Logitech.

Here are some of the questions we'll be tackling in our dinner round table --

- 1 Why should B2B companies invest in Brand?
- 2 How should they quantify their brand investments?
- 3 What role is video playing in brand building and trust?
- 4 What role is AI playing in up-leveling your brand?
- 5 How is search and SEO changing to zero-click AI searching?
- 6 Role of video in AI SEO?
- 7 How is AI powering efficient execution in marketing teams?
- 8 How are CMOs re-tooling & re-skilling their marketing teams in the AI era?
- 9 How is "profitable growth" impacting budgets, head counts and marketing strategies?

It's going to be a fascinating nice of great conversations, marketing AI secrets and some candid talk! 😊

PS – The dinner is full and closed for registration. But if you want to be invited to future dinners, DM/comment here.



Vidoso Bay Area CMO Dinner

Liza Adams
AI Advisor

Sherad Verma
CEO, Vidoso.ai

Joined by leaders from:

Amplitude dialpad Calendly

Informatica Velocity Global KX carta

smartsheet VERITAS proofpoint. glean logitech

 67
 18 comments

STEP 5**Hosting a memorable experience**

The event had clear discussion topics, and the host took notes. They spoke about their tool in a thought-leadership context. We learned about the brand while gaining insights into industry trends. It didn't feel like a sales pitch.

The host also paid attention to logistical details:

- Drinks, food, and photography were arranged in advance.
- The room was **private and quiet**—ideal for real conversation.

Note: this doesn't need to be complicated. In this example, it was a preset dinner and the server casually took photos throughout.

STEP 6**Turning the experience into deals**

Follow-up is everything (see example at right).

- **Send personalized follow-ups with next steps.** Don't just hand over an attendee list to a sales rep who didn't attend.
- **Include a clear CTA** or next step for each attendee.
- **Follow up as a group, too.** Share a recap of the conversation. This not only reinforces your brand, but also helps attendees form lasting peer connections.



Hi All – It was a pleasure to host you all at our dinner on thursday. Hope you all made new connections and learnt new insights.

Many thanks and gratitude for Liza Adams for sharing her powerful and moving personal story as well as her cutting edge thinking on AI from AI opinions to impact on AI automation, personalization, segmentation, messaging and analytics.

Liza – you were great, Thank you!

Please engage with the [recap linkedin post](#) – and leave your thoughts and comments.

Min (Smartsheet) – “If you don't fill the void, AI will” - wins the best quote of the dinner!

Maria (ScaleVP) –Thank you for broadening the discussion about budget to go beyond marketing, your thoughts on agents in marketing and continue to crush puzzle competition and cardio dance classes

Tifenn (Amplitude) – Thank you for showing me Amplitude session summary. and bringing your infectious energy and personality to the discussion!

Paramita (Velocity) – Hope you find more balance in life

Jen (Dialpad) –Loved your “love for marketing” Have a great ride defining the future of work with AI.

Lissa (Veritas) –Thanks for your comments on empathetic communication

Hayley (Logitech) –Thanks for offering me help on how Vidoso can navigate the creative vs content expectations divide. Meeting coming soon!

Kix (Glean) –thank you sharing the “promptathons” idea to normalize AI adoption

Jim (Informatica) –good luck on leading the branding transformation from on-prem -> cloud -> now AI.

Claire (Clari) –Thanks for seeding the key topic of “How do we get our teams comfortable with AI” in the discussion

Paige (seismic) –Enjoy your sabbatical, recover well and good luck with the book launch!

Thank you again and until next time.

STEP 7

Building brand and a waitlist

After the event, **share a recap and photos publicly**. This keeps your brand top of mind and builds anticipation for your next event.



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"If you don't fill the void, AI will" – was one of the best quotes from the **Vidoso** AI dinner round table I had the pleasure of hosting with 15 top-notch CMOs – from tech powerhouses like Veritas, Informatica, Dialpad, Smartsheet, Amplitude, Glean, Velocity Global, Clari, Calendly, Seismic, and Logitech – along with [Liza Adams](#)!

Here's what these marketing visionaries unpacked --

🔍 AI's Brand Perception Revolution

- AI is already forming opinions about your brand by analyzing everything from website depths to social chatter

- Keyword stuffing is dead, AI goes much deeper

- Search is evolving to conversational prompts, with brand perception shaped in AI-generated overviews

The mandate is clear. Fill the void or AI will do it for you

💖 The Trust Equation

- 70% of buyers aren't in-market at any point

- 70% are 2/3rds through the funnel before talking to sellers

- 70% choose the #1 vendor on their shortlist

Our only play? Building trust while they're researching and pre-disposing them to favor our brand, products and services.

📺 Video's Critical Role

- Short-form video is now the premier trust-building tool in an age of shrinking attention spans

- YouTube citations in AI overviews have skyrocketed 414% since launch

- Smart brands are feeding YouTube with narratives, demos, and training content

The challenge is in making video a first-class citizen in content calendars, not an ad-hoc, too-expensive-to-produce media type.

🤖 AI adoption fears

- Human change management is the way to solve AI fear and inertia

- Forward-thinking companies like Glean are running "promptathons" to build AI muscle

