

# TEAMCMO

Elevate your game. Embrace the adventure.



[www.teamcmo.com](http://www.teamcmo.com)

# WHAT IS TEAM CMO?

Marketing is an adventure. Great campaigns inspire us. And competition for buyer attention is fierce.

So why are all the marketing gatherings so bland and repetitive? Keynote, breakout, expo.

Where's the adventure? Where's the inspiration? Where's the competition?

At Team CMO, we're putting the fun back in marketing gatherings! Excursions, competitions, conversations, and irreverent playfulness.

Team CMO is led and advised by a team of CMOs and former CMOs with broad knowledge of the trials and tribulations of the head of marketing role and a thirst for the unconventional.



## COMMUNITY MEMBERS INCLUDE HEADS OF MARKETING FROM:

greenhouse



TAXbit

NEWROCKET

portnox™

Rimini Street

algolia



TEXAS  
The University of Texas at Austin



AFFINIPAY

Significo

# MEMBERSHIP

Benefits	Community (Free)	Members (\$750)	Insiders (\$10k)	Partners (\$50k)
Chief Marketing People Party @ SXSW	✓	✓	Panelist	Panelist
The CMO Show with Kate Gunning podcast	✓	✓	✓	✓
Chief Marketing People Newsletter	✓	✓	✓	CMO featured
Team CMO Partner Content	✓	✓	✓	Contribute 4x per year
C'MOres Monthly Member Campfires	✓	✓	✓	✓
Team CMO Slack Channel	Limited	✓	✓	Limited
Team CMO Tournaments	As Space Permits	✓	✓	Host 6 per year
Other Events	For a fee	✓	✓	✓
Chief Marketing People Summit	\$150	✓	Speaker	✓
Signature Events	×	Hosted Buyer Opp	1 per year free	1 per year free
Be a Guest on The CMO Show	×	✓	✓	CMO featured
CMO Placement Support	×	✓	✓	×
Marketer Matchmaking	×	✓	✓	✓

# TEAM CMO TOURNEYS

Marketing is competitive. So why are none of our marketing networking opportunities capturing our competitive spirit? Team CMO is filling that gap! Join us for a new “sport” each quarter around the country to make new connections and have some real fun!

## Q1: MARKETING STRIKES BACK

Our Q1 sport of choice is bowling! So lace up, pick your lucky ball, and let's knock down some pins while we knock out the competition. Get ready to bowl your way to victory, because with Team CMO, we're not just striking pins, we're striking gold!

## Q2: ACE THE MARKET

Our Q2 sport of choice is ping pong! Grab your paddles and get ready to rally with Team CMO. This isn't just a game; it's an opportunity for CMOs to serve up some teamwork, strategize, and ace the competition. So step up to the table, let's spin our way to success, and show everyone that with Team CMO, we're not just scoring points, we're making history!

## Q3: MARKETING MASTERCHEF

Introducing our Q3 culinary challenge! Get ready to fire up the stoves with Team CMO. This isn't just a cooking competition; it's a chance for CMOs to spice up their skills, savor success, and plate perfection. So don your chef's hat, prep those ingredients, and let's cook up a storm. With Team CMO, we're not just making dishes, we're creating culinary masterpieces!

## Q4: CUE THE CONVERSATION

Our Q4 sport of choice is billiards! Get ready to cue up for success with Team CMO. This isn't just a game; it's an opportunity for CMOs to strategize, sink shots, and pocket victories. So grab your cue, line up that winning shot, and let's break through the competition. With Team CMO, we're not just aiming for pockets, we're aiming for connection!



# CHIEF MARKETING PEOPLE PARTY

March 9, 2023

Bringing the crew together at SXSW has become an annual tradition! Join us in downtown Austin for a morning of content and connection!

- Panel discussions
- Delicious kick-off breakfast
- Incredible conversations
- Mind-blowing connections



# SIGNATURE EVENTS

As a Team CMO Insider or Partner, your membership fee includes one of our signature events! You pay for the airfare, we've got the rest. Team CMO members have the opportunity to be a hosted buyer on one of these trips and we can leverage your target list to fill the seats. Choose between one of our 2024 epic adventures:

## MARKETING ON A MOUNTAIN

May 2024

Fly in to Buenos Aires, Argentina, and we'll take you on an adventure of a lifetime! From the vibrant capitol to the awe-inspiring landscapes of Bariloche, we'll get you away from the boring ballrooms of marketing conferences of old.

Here, amid the grandeur of Patagonia, we'll forge new connections and delve into conversations that promise to redefine marketing excellence.

Join us for a transformational experience, where the convergence of marketing brilliance and the majesty of nature create a stage for unparalleled inspiration and unparalleled achievement.



## MARKETING ON THE MEDITERRANEAN

October 2024

Fly into Split, Croatia, for an extraordinary voyage designed exclusively for Chief Marketing Officers. Set against the backdrop of the azure Adriatic Sea, this immersive experience invites you to chart new territories of marketing innovation on a luxury yacht.

Against the backdrop of historic coastal towns, we'll navigate the waters of the Mediterranean, exploring both the untamed beauty of the Adriatic and the boundless potential of marketing in today's dynamic landscape.



## Q4 2023

### October

10/21 Chief Marketing People Summit

## Q1 2024

### January - Phoenix

1/10 Marketing Strikes Back Bowling Tourney

### February - Miami

2/26 Marketing Strikes Back Bowling Tourney

### March - Austin

3/9 Chief Marketing People Party @ SXSW

3/13 Marketing Strikes Back Bowling Tourney

## Q2 2023

### April - Boston

4/9 Ace the Market Ping Pong Tourney

### May - NYC

5/8 Ace the Market Ping Pong Tourney

**Signature event: Marketing on a Mountain (Argentina)** Note: dates for May events could change based on Argentina availability

### June - Seattle

6/19 Ace the Market Ping Pong Tourney

## Q3 2024

### July - Minneapolis

7/24 Marketing MasterChef Cooking Tourney

### August - Atlanta

8/21 Marketing MasterChef Cooking Tourney

### September - Chicago

9/25 Marketing MasterChef Cooking Tourney

## Q4 2024

**10/1 - 10/5 Signature event: Marketing on the Mediterranean Croatia**

### October - Raleigh

10/16 Cue the Conversation Billiards Tourney

### November - San Francisco

11/13 Cue the Conversation Billiards Tourney

### December - Dallas

12/4 Cue the Conversation Billiards Tourney



# MEMBER UPGRADES

Looking for ways to support heads of marketing? Consider funding the CMO Show with Kate Gunning for a quarter (or a year!), underwriting a CMO research report, or hosting a CMO roundtable! Contact us for pricing!



## CMO SHOW

The CMO Show with Kate Gunning features interviews with prominent CMOs seeking to explore their CMO superpower.

<https://www.youtube.com/@thecmoshow>

Includes read-in, Sponsor Talk Block, link and logo on LinkedIn and Instagram promotions.



## CMO REPORT

The CMO Report is a comprehensive report offering insights and perspectives on current and emerging trends in marketing and business from CMOs.

Includes "Presented by" tag on publication, a one-line company description on the report, a trackable link to your webpage, link and logo on LinkedIn and Instagram promotions.



## CMO ROUNDTABLE

Host a CMO roundtable in the city of your choice. Team CMO will target the CMOs most relevant to the conversation you will facilitate.

Includes a seat for your CMO, the option to host the roundtable at your office, an official introduction during the roundtable with welcome remarks to set up the conversation, link and logo on LinkedIn and Instagram promotions.



# TEAMCMO

## CHALLENGE ACCEPTED.

For more  
information,  
contact  
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