



CRITICAL EYE

The peer to peer Board Community

Executive & Board Engagement

**Residential Retreats
& Virtual Forums**



Criticaleye is the leading peer to peer Community for Boards, CEOs and their leadership teams. We represent a wide variety of leaders from divisional and C-suite executives to Chairs and Non-executives from global, listed, private-equity funded and public sector organisations.

Does that sound like the type of audience you would like to be in front of?

Criticaleye's events, whether held face to face or virtually, are distinct from other business meetings and conferences. They are specifically designed to maximise the opportunities for attendees to share their stories and experiences in a trusting environment, inspiring each other and enabling practical learning and the opportunity to build meaningful, lasting relationships.

The key to this level of engagement is the culture of our gatherings - creating a very rare, safe space. The pandemic of 2020 gave us the opportunity to adapt how we engage the Community to incorporate a highly effective and natural way to deliver our events virtually, succeeding in meeting the needs of our Members, Partners and guests as effectively as our physical events.

Partnering with Criticaleye gives you opportunity to tap into this environment, providing you a platform to showcase your expertise and to form relationships with decision-makers who are actively seeking answers to the issues you can solve.

Only **25%** of CEOs surveyed by Criticaleye feel fully confident their team can navigate strategic uncertainty. As a Criticaleye Partner, you can help by sharing your insights



“A fantastic opportunity to get to meet with and reconnect with individuals outside of their day-to-day working environment... Criticaleye are fantastic at bringing people together and ensuring that individuals are connected in the right way.”

2022 Partner



Everyone likes a good story, and inspiration comes from people. Since 2012, Criticaleye has hosted multiple high-impact, case study-led Executive Retreats in the UK, Hong Kong and Singapore, bringing together leaders, executives and non-executives to share, interact, reflect and learn about best practice leadership.

Held over two days, these Retreats have offered an opportunity for senior executives to step away from the daily pressures of their businesses, to share and learn with peers.

Virtual engagement is an efficient way of coming together in between physical meet ups, reacting to current business issues short - long term.

For the following Forums and Retreats, we expect to work with relevant non-competing Partners on them all, helping them to build relationships with core influencers whilst enhancing the experience of the attendees with their expertise. Partnerships are strictly limited.

NON-EXECUTIVE DIRECTORS & CHAIRS // FEBRUARY & JULY

1 x ½ DAY VIRTUAL FORUM // 1 x 2-DAY RESIDENTIAL RETREAT

Chairs, Non-executives and Senior Independent Directors have to navigate increasingly complex roles. Our Non-executive Director Forums will provide lively debate and discussion amongst a hugely influential group looking to enhance their contribution and capability.

The first of these will be a half-day virtual event and the Retreat will be held over 2 days in a luxury hotel in the UK.

CHIEF FINANCE OFFICERS // MAY & NOVEMBER

1 x ½ DAY VIRTUAL FORUMS // 1 x 2-DAY RESIDENTIAL RETREAT

These events are dedicated to the leadership challenges faced by CFOs in the current climate, from developing capabilities to shape and drive strategy to achieving the right relationship with the CEO and Chair. At these exclusive events, we bring together leading CFOs to share experiences and establish best practice in an open and honest environment.

The first of these will be a half-day virtual event and the Retreat will be held over 2 days in a luxury hotel in the UK.

47% of CFOs surveyed by Criticaleye say the Chair, CEO and CFO are not aligned on strategy. As a Criticaleye Partner, you can help them navigate this.





HUMAN RESOURCES DIRECTORS // MARCH & SEPTEMBER

1 x ½ DAY VIRTUAL FORUM // 1 x 2-DAY RESIDENTIAL RETREAT

Established for Human Resources Directors, these events are opportunities for HR leaders to discuss and debate business critical issues including, for example, the relationship with the board, developing a high-performing leadership team, inclusion and diversity, the use of analytics, reskilling and creating and maintaining an agile workforce.

The second of these will be a half-day virtual event and the Retreat will be held over 2 days in a luxury hotel in the UK.

GROWTH COMPANIES // MARCH & SEPTEMBER

1 x ½ DAY VIRTUAL FORUM // 1 x 2-DAY RESIDENTIAL RETREAT

Our Growth Company Forums and Retreats bring together CEOs, Executive Teams and Boards of small and medium sized private and listed 'growth' businesses to share common challenges, discuss exit options and look at ways to improve leadership and business performance to drive higher business value.

The second of these will be a half-day virtual event and the Retreat will be held over 2 days in a luxury hotel in the UK.

ASIA LEADERSHIP TEAMS // APRIL & NOVEMBER

2 x 2-DAY RESIDENTIAL RETREATS

Our Asia Leadership Retreats focus on the unique challenges of leadership in the region, with members of executive teams and boards hearing from high profile speakers and debating best practice with a diverse group of peers and experts.

These Retreats will be held in Singapore over two days.

CORPORATE CEOS // FEBRUARY & MAY

1 x ½ DAY VIRTUAL FORUM // 1 x 2-DAY RESIDENTIAL RETREAT

Held for Divisional, Regional and Group CEOs of corporates, this is an exclusive gathering focused on the challenges facing today's leadership and the difficult role of the CEO. Both of these events are targeted at seasoned executives as well as those stepping up for the first time.

The first of these will be a half-day virtual event and the Retreat will be held over 2 days in a luxury hotel in the UK.



SUSTAINABILITY FOCUSED EVENTS

CEO SUSTAINABILITY RETREAT // OCTOBER

1 x 2-DAY RESIDENTIAL RETREAT

Held for current and future CEOs, as well as for Board Directors, of all size organisations, this Retreat will bring together a mix of practitioners and experts to share learnings and practical insights around how organisations must incorporate urgent ways to combat the climate crisis into their strategies.

This residential Retreat will be held over 2 days in the UK.

GLOBAL SUSTAINABILITY FORUM // JUNE

1 x ½ DAY VIRTUAL FORUM

Held for Boards and C-Suite executives from companies of all sizes, this half-day event is designed to help delegates to share perspectives and experience to drive practical insights to help organisations to tackle the climate crisis.

This half day event will be held virtually, so will attract members from across the world.

PUBLIC SECTOR VIRTUAL FORUM // NOVEMBER

1 X ½ DAY VIRTUAL FORUM

Held over the course of a morning, and including the perspectives of private sector executives, this Forum will focus on the challenges and obstacles faced by the leaders of Public Sector departments and organisations.

This half day event will be held virtually.

“ Executives in the **Criticleye Community** know that they will get value from every interaction, either asking or answering questions, as they are assured of the quality and relevance of those involved. As a Partner, it's truly **special to be part of the trusted environment – and therefore part of the value the Members seek.** ”

2022 Partner



As a Partner on one or more of our core events, whether virtual or face-to-face, you will have a unique opportunity to develop personal relationships and raise your profile in a closed and trusted environment.

Being among a group of between at least 40 and 100 key leaders, your Partnership provides rare access to target clients ahead of your competition, as well as deepen existing relationships. Further, showcasing your expertise to brand ambassadors across a well-respected and connected group provides the potential to target a much wider pool of prospective clients.

As a Partner, there are clear opportunities built into the agendas which will enable you to connect with attendees and your prospects during and after the event. Additionally, we work with you to build a marketing and content campaign pre- and post- event, supporting follow-ups to maximise your impact and reinforce relationships.

Retreat Format

Held across two days in a variety of luxury hotels and country houses, our Retreats follow a very specific format designed to match the exact needs of attendees. Most delegates stay at the venue to ensure they are fully immersed in the experience.

The agendas are put together to ensure Partners have a number of avenues and opportunities to demonstrate their knowledge and expertise. Sponsorship will offer the opportunity to deliver, for example, a keynote address, take part in panel discussions and breakout sessions, and have the chance to build relationships with named targets through our pre-arranged peer to peer connections, as well as over lunch, dinner and breakfast.

We expect at least 80 delegates to attend these Retreats. These are a mixture of Community Members and guests/prospective clients of our Partners.

Virtual Forum Format

Hosted via the Zoom Platform, Virtual Forums are impactful energetic mornings of briefings, interviews and discussions, with the full participation of our Partners. These act as natural staging events between the Retreats.

While the number is typically higher, and the audience naturally more international, we conservatively expect to host at least 40 delegates on each Forum morning. As with the Retreats, these are Members and guests/prospective clients.

“ The quality of content, the depth of experience, the entire richness in diversity. I think one looks to learn, collaborate and share... And, all of this comes through a very open and collaborative environment. ”

2022 Partner

Past Speakers



Criticleye's global Community of CEOs, Chairs, senior executives and world-leading experts offers unrivalled access to premier speakers with vast experience and knowledge across a range of topics.

No matter what leadership challenge our Members are facing, we inspire leaders to succeed through our ability to pull in exactly the right speaker for each keynote or panel slot, utilising the phenomenal strength of our Community and extensive reach into global leadership teams.

HRDs



Diana Breeze
Group HRD
Bunzl



Stuart Kennedy
Chief People Officer
British Airways



Hayley Tatum
Chief People Officer
Asda



Heather Hayes
Global HR Director
Lightsource BP



Rupert McNeil
Government Chief People Officer
UK Civil Service



Andrew Harvey
Group HR Director
Spectris

CEOs



Alastair Phillips-Davies
CEO
SSE



Nick Anderson
CEO
Spirax-Sarco Engineering



Nigel Wilson
CEO
Legal & General



Sylvia Burberry
Regional President
Royal Canin



June Felix
CEO
IG Group Plc



Milena Mondini
Group CEO
Admiral Group plc

Growth Company



Becks DeNiro
CEO
Pure Electric



Mark Scanlon
CEO
Tenet Group



Tom Samson
CEO
Rolls-Royce SMR Limited



Michelle Darracott
Chief Strategy Officer
Smart



Andy Cliffe
CEO
M6 Toll



Tamsin Todd
CEO
Findmypast

CFOs



Julie Brown
COO & CFO
Burberry



Anoop Aggarwal
Global CFO
Mars Pet Nutrition, Mars



Vineta Bajaj
Group Finance Director
Ocado Group



Jitesh Sodha
CFO
Spire Healthcare



Joanne Wilson
CFO
Britvic



Ian Ashton
Group CFO
SIG

NEDs



Dame Alison Carnwarth
Independent Director
BASF



John Allan
Chair
Tesco



Sir Ian Cheshire
Chair
Barclays Bank UK



Rita Clifton
Non-executive Director
Nationwide



Alan Cook
Chair
Liverpool Victoria Insurance



Bridget Rosewell
Chair
DVSA

Asia



Deepak Subramanian
Vice-President Homecare, South East Asia & Australia / New Zealand
Unilever



Jens Drewes
President, APAC
Kuehne + Nagel



Tian Chong Ng
MD Greater Asia
HP



Neha Pareek
Global HRD
Engineering and Operations
Dyson



Mukta Arya
Regional Head, HR, APAC
Société Generale



Yen Yen Tan
NED
OCBC Bank

Attendees



BRANDS REPRESENTED AT PAST RETREATS INCLUDE:



Summary of Benefits



Why Partner with Us?

These are highly curated, expertly chaired, intimate, relationship driven events. They are not conferences or trade shows.

Our carefully selected Partners reap the benefit of exclusive access in their area of expertise to a group of up to 100 leaders and decision-makers that have ring-fenced the time in their busy schedules to attend and be present. You will have their attention, giving you numerous opportunities to interact and build relationships during and post these gatherings, as well as establishing your brand as the first port of call for expertise on the issues and challenges discussed.

We provide a platform for you to:

Raise your profile with the most senior leaders in business

Have quality, value-based discussions with CxOs and Board Directors

Increase follow-up success ratios

Position you as a Trusted Advisor

Shorten your sales cycle

Associate yourself with Criticaleye's independent and trusted brand

“The Retreat was **500%** better on engagement than a year's worth of generic conferences.”

Partner



Inspiring Leaders to Succeed

Our Values

Respect: an appreciation for diverse and varied views and experiences is crucial to high-performance leadership

Collaboration: working together to share knowledge and expertise is a defining characteristic of effective executive teams

Challenge: strategies and ideas need to be constructively challenged to reach the best outcome

Trust: leaders need to trust their colleagues and peers in order to work effectively and drive results

Integrity: we inspire leaders to succeed by providing a closed and confidential environment where Members can share openly

To discuss in more detail, please contact:

Andrew Minton

M: +44 (0)7711 589 074

E: andrew@criticaleye.com

Charlotte Timberlake

M: +44 (0)7921 187 656

E: charlotte@criticaleye.com

www.criticaleye.com

