

Join Your Peers at the Next Live CAB Training Online

Ignite Advisory Group offers the most comprehensive and live Customer Advisory Board Training online. Our training emphasizes real-world, practical experience based on working with the world's leading B2B companies to advance their customer insights, executive voice of the customer, market research and sales and marketing strategy.

WHO SHOULD ATTEND?

- > CAB PROGRAM MANAGER
- > CAB Executive Sponsor (CXO)
- > Manager/Director/VP/SVP/EVP/GM of:
 - Marketing
 - Product Marketing
 - Customer Experience
 - Customer Insights
 - Customer Engagement
 - Customer Programs
 - Events
 - Executive Briefing Center
 - Relationship Management
 - Customer Success

WHAT YOU WILL GAIN FROM THE TRAINING

- > **5 top advisory board challenges** and best practices to overcome them.
- > **10 sample objectives and metrics, and example scorecards** and frameworks to build out metrics for your company.
- > **3-stage CAB design and launch process**, including internal alignment, charter creation, detailed program timeline, design decisions and more.
- > **9-step process to recruit** more senior level customers.
- > **7-step comprehensive customer-driven agenda creation process**.
- > **20 ideas and strategies for ongoing engagement** and maximizing the impact and value of the board.
- > **Opportunities for Interaction online** with other training attendees.
- > **46-page CAB Training templates PDF** with best practices and charts, yours to keep.

CAB Training Agenda

PART 1: OVERVIEW, STRATEGY & DESIGN	PART 2: RECRUITMENT, AGENDA & MEETING PREP	PART 3: IMPLEMENTATION & FOLLOW UP
CAB Training Overview, CAB Definition, Key Challenges, Overall Best Practices, CAB Objectives, ROI Metrics, Charter, Program Plan	CAB Recruitment, Agenda Creation, CAB Meeting Roles, Session Design, Meeting Preparation	CX & Branding - Meeting Booklet & Social Activities, Managing Meeting Engagement, Reporting & Post-Meeting Follow Up, Managing the CAB for Ongoing Engagement
DECEMBER GROUP Tuesday, December 13, 2022 12:00–2:40 PM ET	Thursday, December 15, 2022 12:00–2:40 PM ET	Tuesday, December 20, 2022 12:00–2:40 PM ET



“Whether you have a seasoned CAB or are just starting out, the CAB training program can add insights and value to your organization.”

Alison Lutjemeier, Sr. Manager, Customer Advisory Board, Adobe Systems,
Digital Marketing BU

**REGISTER
TODAY**

www.igniteag.com/training

What are others saying about CAB Training?



"While I consider myself an expert in executing and facilitating CAB meetings, there is always something to be learned from Ignite and the other participants. I garnered many great best practices and strategies that will allow my programs to run more smoothly."

Lisa Bianco, VP Customer Experience, SAP Ariba



"It was amazing to see how much Ignite can have us learn in a short time. We covered not only strategic issues but also very practical tips. I now feel very comfortable taking a more important role in helping us run and scale our CAB efforts."

Pascal Marmier, Head Engagement Americas and Asia | Senior Vice President, Swiss Re



"CAB Manager Training with Ignite should be a requirement for anyone looking to start a CAB or currently managing a CAB. The tools, process, and insights are invaluable."

Monique Eddleton, Enterprise Insights Leader, Equifax



"The content, networking opportunities, and sharing of best practices were excellent and will help propel our CAB forward."

Stephanie Kaleva, Senior Product Manager, Oracle



"Ignite is the master chef of CAB management. They provide the cookbook, the best practices, the entire process from soup to nuts, with great attention to detail. I can immediately unlock value from this training"

Paul Comeau, SVP Support and Customer Success, Kyriba



"This was a comprehensive program of best practices and procedures to develop and host CABs. Excellent course materials, coupled with generous opportunities for peer exchange. An excellent group of attendees was a bonus."

Peter Nogalo, Marketing Manager, ARI

PAST TRAINING ATTENDEES INCLUDE:

6sense, 84.51 LLC, ABB, Adobe, Aetna, Akamai Technologies, AM Equity, Amazon Web Services, AMN Healthcare, Appirio, ARI (Automotive Resources International), AT&T, Atrion Networking, Bailiwick, Bell, Benefitfocus, Bitdefender, BitSight, BNY Mellon, Calabrio, Charles Schwab, Cisco, Code42 Software, Cofense, Columbia Threadneedle Investments, Commvault, Dell, Dell Technologies, DriSteem, Ellie Mae, eLoyalty, EMC, Emerson Network Power, Equifax, Extreme Networks, Fiserv, GE Software, GitLab, Hewlett Packard, Hexagon Metrology, HID, Hitachi Data Systems, Indeed.com, INDEVCO Group, Information Builders, Intel, InterContinental Hotels Group (IHG), Intrado / West, Iron Mountain, ITEL Laboratories, Jive Software, Juniper, Kipu Health, Kyriba, LexisNexis Risk Solutions, Limeade, Loxon Solutions Zrt., Milliman, Minitab LLC, MobileIron, Northwest Lineman Center, Omnitrac, Optus Enterprise, Oracle, OSIsoft, Pearson English, Pershing, PHT Corporation, PNC Bank, Poppulo, Qlik, Rackspace Hosting, Renaissance Learning, Riverbed Technology, Saama Technologies, Safe Banking Systems, Salesforce, SalesLoft, SAP Ariba, SAS Institute, Siemens, Smartsheet, Source1 Purchasing, Spectralink, State National, SunGard Availability Services, Sunquest Information Systems, Surescripts, Swiss Re, Symantec, Sysmex America, Tanium, Texas Capital Bank, Thermo Fisher Scientific, Thomson Reuters, TIBCO, Touchnet, TransUnion, U.S. Bank, Varonis Systems, Verizon, Visa, VMware, Wiley, Wipfli, Xerox, Yext, Zoho Corporation

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