

## The Client:

Academy  
for Chief  
Executives

### Academy for Chief Executives

The Academy for Chief Executives hold monthly group meetings where successful CEOs and MDs benefit from experiential peer-to-peer learning, creating a board that many companies could never afford.

ACE's ethos revolves around the idea of having 'leaders learn with leaders', fostering a community of conviviality amongst like-minded business leaders and entrepreneurs.

*"To get a 20% positive response back was way above expectation. I was so pleased that I got to be the one to try the pilot, as it was so successful that we've gone back to Network Sunday time and again."*

*Their approach is one that all businesses should consider."*



**Joanna Jesson**  
Group Academy Chairperson

## The Academy for Chief Executives Experiences An Astounding 20% Overall Response Rate In Their Group Recruitment Engagement

### The Challenge

ACE wanted to top up the membership of two local chief executive groups. To achieve this the most senior executives of companies and corporations are contacted directly to invite them to business breakfasts, meetings, events and workshops where they can share their experiences, expertise and problem solve collectively.

They wanted to test traditional event recruitment methods using direct mail and telephone follow-up against Network Sunday's highly targeted, efficient way of reaching their market with real-time immediacy.

### The Results

Within just three days interested parties began to reply, putting Joanna in immediate and direct contact with her defined target market. Over a quarter of those who voiced an interest actually came to the event.

'We've always used the conventional route of writing to people as you tend to think that emails don't get read,' says Joanna. 'However, we would never have got the same results by writing a traditional professional official invitation letter on posh headed paper and we probably would never have contacted the range of people we did by using Network Sunday's Social Selling Service.'

By working with Network Sunday, ACE has identified an entirely new path to reaching out to potential clients, which has so far proved successful. So much so, that they have commissioned countless more engagements assist with the start of many new groups.

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*More opportunities, less work*