



Sparktrack

Follow the CEO

Capture the engagement, impact, and conversations in the daily life of a CEO through offering an additional in-person lens to distill the meaning and messaging to teams and clients.

Follow the CEO Solves for Challenges

A day in the life of a CEO may include meetings, appearances, presentations; and being asked to thoughtfully prepare and contribute to a discussion or cause, lead meetings, or digest information shared in groups and delegate it in an efficient, actionable way. A CEO could keep going from event to event and checking the boxes, but wouldn't it feel better and be more effective to put some intention behind all of that action?

Yes! Here's what additional support in the life of a CEO looks like :

- The CEO's actions and activities will be more accessible and transparent to those who benefit most from knowing about them at a deeper level.
- The CEO's personal brand and company mission will be more closely aligned and invites to events and activities will be more connected as others' will already have the benefit of clearly understanding your voices, causes you and the businesses care about, and topics you are uniquely suited to present on or weigh in on.
- The CEO will be able to delegate more to others in the company by more accurately understanding and publicly demonstrating how to have a presence at events, meetings, and engagements.
- The CEO and company will draw more media and community attention due to visibility and buttoned-up, on brand messaging and transparency.
- The company culture will benefit the more the CEO's activities are shared and demystified with employees, thereby creating a culture of innovation, inclusivity, and well-being through information and insight sharing.

Why is this Capture Essential?

- ◆◆ **Leaders move fast and with impact.** They also experience missed opportunities and lack of time to share their work and engagements with their peers and team to amplify it and drive action. Enlisting support to capture these moments and share with the appropriate immediacy is of great value in business growth, leadership, and culture.
- ◆◆ **In the absence of transparency** about CEO activities, it can be challenging to gauge which activities are priority and worthy of a CEO's time and energy. This type of capture of CEO activities provides an archived and actionable feedback loop to measure effectiveness. It also provides visual and people-based connections to the further extend the CEO's efforts to benefit the business.

Follow the CEO Service

Sparktrack created this service based on expertise in story, modern integrated public relations tactics, marketplace relevancy, and the interest of CEOs and leaders to share their professional activities and what drives them. By going deeper and more intentionally into their activities they – and the company or organization – can find more richness of meaning and content.

LIGHT DETAIL

6hrs: \$750 (1-2 mo engagement)

- Attend number of events per month as selected by CEO, dates cleared with Sparktrack in advance; a window of time (not full length of event) is anticipated.
- Provide brief event summaries and content highlights for sharing within the company/team and/or on LinkedIn as appropriate.
- Capture images, visuals, and gather additional content/connections at events to further the sharing, or extension of the CEO's time and efforts.

MODERATE DETAIL

12hrs per month: \$1,500 (6-12 mo engagement)

All of the Light Detail package, but more extensive and in-depth offerings like LI articles or thought leadership blogs. The deliverables will be agreed upon two weeks prior to each month, and can also be spontaneous as we deem something immediate and worthy of action. Here is a sample of deliverables:

- LinkedIn articles/ thought leadership blogs
- Social media posts
- Event opportunity pitches (speaking, panel, sponsorship, collaboration)
- PR Ideas
- Write ups for inclusion in newsletters
- Guest podcast pitches



**It's time to
highlight all you do!**

Contact Jen at:

Jen Gilhoi
jen@sparktrack.com
612.240.6589

*It All Starts
with a Good Detail.*