

ROUNDTABLE PRIMER

The subtext of the roundtable process is to demonstrate support by allies and partners, to your allegiance. Think about a blend of quantity – number of participants, and quality – those who make decisions and are able to commit immediately.

The roundtable process provides the opportunity to identify:

- the style of incentive program will best strengthen and build the entertainment industry,
- champions – in government, industry and community,
- lobby issues, and,
- target for implementation.

Who to invite:

This is an executive level event for senior level decision makers – those people who make decisions that directly affect the direction of the entities they work with; or those people who have influence over the decisions made.

The presentation of the proposal will include:

1. a visual over view (PowerPoint, keynote, video whatever you feel is the best method)
2. a one page summary fronting a detailed handout with an acknowledgements page, and,
3. an appendix of the research points measures and tracking, details of tax burden/ tax benefit ratio and any other calculations; such as the multiplier effect.

The discussions to identify the goal are the most important part of the roundtable; and these discussions will take the most amount of time. As we see in the appendix for the roundtable:

- 45 minutes will go to opening remarks, reviewing activities up until the round table,
- 45 minutes will go towards explaining the baseline measure,
- about 30 minutes will go to questions from the floor, open discussion.
- 15 minute coffee/ message check break
- 1.5 hour to introduce probing questions, and begin conversation
- 45 minute lunch break
- 1 hour breakout groups to identify the goal
- 1 hour present the finding of the breakout group
- 15 minute coffee/message check break
- 30 minutes finalize the goal
- 30 minutes nominate the work group
- 30 minutes schedule the work group and then next round table
- 15 minutes thank you and closing remarks.

Before the end of the roundtable, we use the momentum of enthusiasm to:

- identify the collective goal: Where to focus our growth strategy,
- appoint a work group to develop the plan, and schedule the group's one and only planning day,
- schedule the next roundtable to present that plan (within one month is doable; two at the outside)
- agree to implement the plan with five business days of that round table. (This gives the workgroup up to two days to make revisions)