



PORTADA COUNCIL SYSTEM - FREQUENTLY ASKED QUESTIONS

portada ▶ **TRAVEL & LIFESTYLE
MARKETING BOARD**

portada ▶ **AMERICAS BOARD**

portada ▶ **SPORTS & ENTERTAINMENT
MARKETING BOARD**

portada ▶ **AGENCY STAR
COMMITTEE**

portada ▶ **BRAND STAR
COMMITTEE**

portada ▶ **BRAND STAR
COMMITTEE LATAM**

- **What is the purpose of the Portada Council System?**

The purpose of Portada's Council System is to provide C-level U.S and Latin American brand marketing executives a platform for high level, informal gatherings, where they can share and obtain insights as well as advance the discipline of marketing communications throughout the Americas. Council members walk away from their meetings with new insights, fresh perspectives and ideas to apply in their day to day work. In addition, Council System member input drives Portada's content and networking platform.

- **What is Portada?**

Founded in 2003, Portada is the leading networking solutions platform for dynamic tech, marketing and media companies targeting consumers through cultural insights and passion points in the Americas. Portada media (events, digital-social and magazine) have an audited* reach of more than 120,000 marketing, tech and media executives in the Americas.

*CVC, Portada audit

- **What happens during Council System meetings?**

The approximately 2-hour meetings are based on discussions of topics that vary according to the specific objective of each council unit. Most topics are related to marketing innovation and passion-point marketing. During the main part of the meeting, council unit members split into two or three workshop groups to work on a challenge which they then present to their fellow council unit members. The goal is to share and obtain knowledge in a collaborative environment. The collective output is synthesized by the council unit coordinator in a meeting recap document.

- **How are the topics of discussion established?**

Council System members fill out a form where they rank a list of suggested topics according to their interests. They also make their own suggestions. A virtual meeting happening a few weeks before the in-person gathering, further helps to fine-tune topic selection.

- **Who are the Council System members?**

Portada Council System members are senior brand marketing executives that share their enthusiasm for Innovation in Marketing, Tech and Media throughout the Americas. There is one council unit, the Agency Star Committee, comprised of senior executives of major media buying and planning agencies. Portada's Council membership is an exclusive by invitation only experience.

- How many members does each Council have?

Generally, no council unit will have more than 16 members.

- How many meetings per year does each Council unit have?

The six council units have four meetings a year; one per season. The winter and summer meetings are virtual(via ZOHO online web conferencing tool), while the spring and fall meetings take place in person at the following Portada events: Portada Los Angeles (Spring: Brand Star Committee, Agency Star Committee and Sports & Entertainment Marketing Board), Portada Miami (Spring: Americas Board, Brand Star Latin America, Travel & Lifestyle Marketing Board), Portada New York (Fall: Brand Star Committee, Agency Star Committee, Sports & Entertainment Marketing Board) and Portada Mexico (Fall: Americas Board, Brand Star Committee Latin America, Travel & Lifestyle Marketing Board) events.



- Are the Council unit meetings public?

No. To foster trust and the quality of the communication within the council unit, council meetings are totally private. No information will be published by Portada or other outlets.

- Why are Council unit sessions recorded?

After each meeting, the Portada team uses the recording to produce a meeting recap, which is then directly provided to Council members. Recordings are not used for any other purpose and are destroyed afterwards.

- How long are Council System memberships?

They are available for one year after which the Council member and Portada evaluate the viability of the membership renewal.

- Are Portada Council System members paid to attend the meetings?

No, members of the Council System do not receive any payment.

- Are marketing services vendors included in the different Council System units?

Portada's first rule is that Council System members are selected from an elite group of brand-marketing, technology and media thought leaders. Senior and eligible executives from agency and/or marketing services vendors may be included in Council System units. Vendor executives will never amount to more than 25% of the total amount of the members of each of the council units.

- Are vendors charged to be part of Council System units?

Yes. Portada's business model has a "hosted buyer event" component through which it connects buyers and sellers of marketing services in a carefully curated educational environment.

- Do Council System members have to meet with Portada partners/vendors for one-on-one meetings?

When joining Portada's Council System, members agree to have meetings with pre-qualified Portada partners (marketing service vendors) for up to twenty-five minutes each. This enables them to learn about services they are interested in and explore business opportunities. To make sure meetings are fruitful to both parties, both the Council member and the vendor executive are carefully pre-screened and profiled by Portada's brand and agency relationship team. In addition, Council System members fill out an online form providing their profile as marketers as well as the specific marketing needs they have.

- Where do these one-on-one meetings take place?

Meetings take place in separate rooms at Portada event venues.

- Do Council System members have to commit to buy products or services of the vendors they meet at the one-on-one meetings?

No. There is no commitment whatsoever by Council System members to buy any product or service.

- Is the buyer hosted event model, on which Portada's business model is partly based on, new?

Not at all. Buyer hosted programming and events have been in the market for many decades. In fact, they are at the core of most trade media's business model. E.g. <https://www.bizbash.com/how-to-create-a-successful-hosted-buyerprogram/new-york/story/28260/#.WspgBfnwblU> In the marketing services industry, distinguished organizations like the Association of National Advertisers and a myriad of other entities integrate sellers of marketing services into their different committees and events at a price. Renowned trade media properties such as Argyle, Digiday, IQPC, Richmond Events and many others have a substantial "hosted buyer event component" in their business models. Many of these companies sell tickets to their events offering ticket buyers several meetings with buyers of marketing services.

- What are the key benefits of the Council System membership?

Council System membership provides shared learning and networking in truly incredible settings. When gathering with their peers, Council System members share ideas, real-world experiences and best practices. This collaborative environment creates an inspiring atmosphere that generates knowledge and enriches each participant's career. In this acquisition of knowledge, there is an enormous opportunity for educative growth on a budget.

If you are interested in a **Portada Council System membership**, please contact:

- For interested **Brand Marketers**: Brand and Agency Relationship Manager Celeste Martorana at Celeste@portada-online.com
- For interested **Marketing Services Vendors**: Sales Coordinator Leslie Zambrano at leslie@portada-online.com .