

What it is

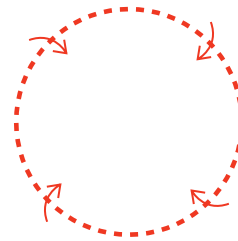
Collective Next's Collaborative Client Advisory Boards take working with your clients to the next level. Arranged over one to two days, these sessions are specifically designed to deliver two objectives:

- Gain client insight into areas of opportunity for your business
- Increase the stickiness and loyalty of your key clients

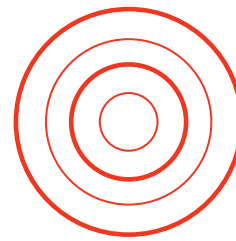
How it works

Collective Next designs each advisory board meeting by combining three distinct approaches to achieving client engagement:

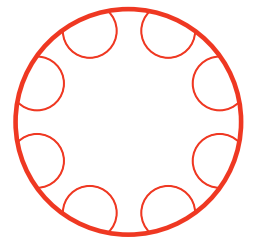
- Open frameworks for gathering ideas on future programs, products, and/or services
- Presentations of more refined concepts with breakouts structured to gather more specific near-term feedback
- Best practice sharing through client-to-client roundtables and collaborative learning map activities



OPEN FRAMEWORKS



GUIDED FEEDBACK



ROUNDTABLES

This range gives your clients a holistic collaborative experience in every meeting.

Collective Next partners with you to:

- Design a unique client experience for each session
- Prepare the necessary content to ensure it is highly interactive
- Facilitate and manage the group through the Client Advisory Board session

We recommend two advisory boards per year, with a consistent membership of clients and client representatives attending each one.

Types of Collaborative Client Advisory Boards include:

- Product focused – Bring a set of users together focused on gaining understanding, adopting, and providing feedback on one specific product
- Market focused – Bring a set of key non-competing clients together who represent one of your market segments to review a wide variety of topics important to their relationship with your company

The Value to Your Organization

- Deeply engaged clients willing to champion new ideas and concepts
- First hand feedback that saves time and money on big projects
- Collaborative discussions with your clients around key business issues that can advance both of your organizations
- Unique, and memorable client experience