

challenges and solutions they may have faced (or are facing) in different markets.

In general, at the end of a session, CXOs are already preparing their diaries to meet again, to further explore methods of helping each other out, or ways to look at synergistic projects across sectors, or sharing senior trusted contacts that could be useful. This kind of relationship generally can only be achieved between CXOs & senior contacts after quite a few months, if not years in some cases.

What is the focus of the CXO Network?

The ethos is for the qualified CXO to meet with their peers only (e.g. a fellow MD of similarly profitable companies), in a private location, with between five and 12 executives, on a quarterly basis. In addition, all members are invited to a quarterly evening of cross-peer networking, with honorary members such as a director general of different industry, head of government department, or even ambassador.

Quite counter-intuitive, in comparison with the present market structure, is that there are no sponsors, and generally no speakers (unless it's a themed event); Instead everyone covers their own cost.

Why should we have a CXO dedicated networking group?

There is currently no such cross-market, cross-industry, international, and senior level only, pre-qualified network, with the possible exceptions of the World Economic Forum, or the World President Organisations.

However, these are rather exclusive, and mostly for people that are independently wealthy enough to decide not to work tomorrow. Of course, they also include government statesmen, ministers, and they are both transparent. The CXO Network is rather different.

Qualified CXO members, once joined, can choose whether their name and title is listed

on the CXO website. Contact details can be published for a peer's view only. Furthermore, members can choose to share only their secretary's contact details with their peers, which about 30% of members do; but because of the exclusive nature of CXO network, quite a high percentage of members are happy to share their mobile numbers.

Consequently, CXO Network members frequently 'make time' and 'self elect' for the quarterly lunches or evening VIP events.

CXO Network is the private collaborative network for those of influence. For more information on the network, its aims and operation, please contact Gareth Wong - Gareth@CXO.org - or visit the websites at www.CXOEuro.org or www.CXO.org.

Leisure Report readers can receive a 10% discount on the CXO membership fee, to £405, by quoting "XXXX XXXX XXX XXX" in the online application form on the website.