



Trade Association and Leaders in Industry Executive Education

www.ctameurope.com



CTAM Europe

CTAM Europe is a non-profit, non-commercial, professional membership organisation. It all started in the US 35 years ago with a vision to advance marketing excellence in the cable industry as well as the mastery of new technologies and strategic learning in cable, broadband and other emerging media.

These days, CTAM Europe provides marketing learning, sharing best practices and networking via CTAM Europe and GIGAEurope events, workshops and webinars for the Global cable, connectivity, entertainment, media and telecommunications industry.

We believe that connectivity has the power to transform lives. So we unite leaders in media, entertainment and technology to enrich the world through exciting experiences – from what we watch and how we communicate to the way we live and work.

Currently **CTAM US** has more than 2,500 individual members and is supported by hundreds of the industry's leading global corporations.

Bringing Content & Cable Together

With a large membership from the programming side, CTAM Europe brings together content executives with cable platform representatives via its networking events.

The Best Cable Marketing 'know-how', exploited and shared – CTAM Europe is the only organisation focused on Marketing Learnings to the Entertainment, Media, Cable and Telecommunications Industry.

The aim of our marketing initiatives is to understand and address industry topics in a holistic way and support business growth by learning best in class practices via our workshops, symposiums and **CTAM Europe** marketing sessions and panels at the annual GIGACongress event.

Understanding the customers' needs - CTAME's mission is to bring customer care education and resources to the industry in order to support customer care initiatives across the European region, and beyond!

CTAM Europe has close to 320 members and is growing.



Reasons to become a Strategic Partnership

- ✓ **10 individual memberships** – more can be arranged if necessary
- ✓ Access to upto **2,750 Members** based in US, Canada and Europe by CTAM US member password
- ✓ **Business opportunities** via meeting and working with operators and content providers
- ✓ **Network at the highest-level** with cable company and content provider CEOs, SVPs, VPs and suchlike – via attendance to the GIGACongress, an annual event where we host marketing sessions
- ✓ Gain a seat on the **CTAME board** allowing you into an exclusive club of industry leaders (subject to vote from existing board members)
- ✓ **Cost effective** access for your team to take part in the discussions, gain some industry insights and use resources via complimentary memberships





You'll be in good company

2020 Associate Members and Strategic Partners



AMC NETWORKS
INTERNATIONAL

Turner

NBCUniversal

COMMSCOPE®

+ WUNDERMAN
THOMPSON
Belgium

solon



Broadband TV News



Costs and Benefits of Strategic Partnership



Price on request

CTAME Workshop/Events

- Complimentary access to all CTAM Europe branded workshops and webinars (1 pass)
- Discounted registration fees for GIGACongress (Currently 300E discount per person)
- Logo listed as "Strategic Partner" on CTAM Europe workshops

Logo/Profile visibility

- CTAME portal visibility www.ctameurope.com
- Expose your brand and services - being in exclusive company with respected industry brands, your company logo will be positioned on the CTAME homepage and weekly newsletters
- Company profile sent by e-newsletters to all members

CTAME Workshop/Events

- The opportunity to host a webinar once a year (topic subject to the vote/acceptance of CTAM Europe Co-chairs and/or Board members. Webinars are promoted to all existing members of CTAM Europe and 2-3 e-newsletters sent prior to webinar date)
- Webinars are uploaded to the Members-only section of www.ctameurope.com

CTAME Executive Management Programme

- One reserved seat at the CTAM Europe Executive Management Programme at INSEAD (guarantees a seat, excludes tuition, accommodation and travel)



INSEAD

Executive Management Programme

Our annual Executive Management Programme at the world renowned INSEAD campus in Fontainebleau, France. CTAME's goal for the programme is to provide an opportunity to develop general management skills and improve the market knowledge and expertise of high potential media executives from all disciplines and functions, with a focus on marketing.



Inspirational Experience

By attending the GIGACongress (registration costs apply) where CTAM Europe hosts various Marketing sessions. CTAM Europe members are also entitled to discounted rates.



Senior Level Networking

The GIGACongress is organised alongside our partners GIGAEurope and is the place where Senior Executives from the cable, entertainment and media industry meet, discuss and do deals with content providers and suppliers.



Programme fee @ 10,000 EUR (per attendee)

Covid-19 Curriculum Addition for 2020 Programme:

- How Industry leaders dealt with the digital world shifting, and the need to be prepared for the Covid-19 era and beyond.
- How business and corporate leaders should effectively apply data and the latest digital technologies to deal with the shift accelerated by Covid-19.

The programme fee includes

- Educational Materials
- Daily lunches and refreshments
- INSEAD organized networking events (Welcome evening activities, wine tasting, dinner and closing dinner)

Date and location

- 7th – 11th November 2020
- Fontainebleau, France; INSEAD's Europe Campus

Download our Programme brochure by [clicking here](#) or to register for the programme or for further details, email: info@ctameurope.com



Accommodation and travel expenses are to be paid in addition by the attendees.



Expand your horizon. Make an impact.

For more information on becoming a Strategic Partner, contact:

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www.ctameurope.com