

METIS HOUSE

EXECUTIVE ENGAGEMENT, REIMAGINED

NEW
FOR 2027

THE FULL GUIDE · CONTINUES FROM METISHOUSE.DIRECT

NEW FOR 2027 · MEETING FORMATS

THE SENIOR PEOPLE YOU NEED, FACE TO FACE AND GLAD THEY CAME.

Seven formats, each solving one problem. Find the line that sounds like your week, and you've found what you'll walk away with.

- I need a seat at the top table, and a say in where my sector goes.
- I need to meet more of the right buyers.
- Buyers like the idea, but won't sign until they've seen it.
- I don't know what buyers will spend on next.
- I need customers to tell me what to build.
- I need the clinicians who shape practice to advise us.
- I need stronger relationships with the accounts that matter.

START WITH THE PROBLEM

FIND YOUR WEEK. SEE WHAT YOU WALK AWAY WITH.

Every format starts with research. It tells us who matters, what they want to talk about, and which of these they'll say yes to. Book within 60 days of your research and the research fee comes off.

IF THIS SOUNDS LIKE YOU	THE ANSWER	YOU WALK AWAY WITH
"I need a seat at the top table, and a say in where my sector goes."	**THE VERDICT**	Our most senior and exclusive engagement: thirty people who shape your market, as your guests, chaired by an industry or political figure
"I need to meet more of the right buyers."	**THE OVERNIGHT GATHERING**	A celebrity gala at night, then **speed-dating meetings** with profiled delegates and a topical mini-conference
"Buyers like the idea, but won't sign until they've seen it."	**THE EXPEDITION**	Proof they can see and touch, from peers who run it
"I don't know what buyers will spend on next."	**THE REVERSE BRIEF**	The eight problems buyers most need solved in the next 12 months
"I need customers to tell me what to build."	**PRODUCT ADVISORY MEETINGS**	Priorities ranked by the people who sign the cheques
"I need the clinicians who shape practice to advise us."	**THE KOL PROGRAMME**	A KOL map from telephone research, region by region
"I need stronger relationships with the accounts that matter."	**THE INVITATION**	The right guests, every one qualified by phone



A NOTE FROM SUE

"Busy people make time for the right room, with the right people in it. And they never forget who asked them. Tell me who you need to meet, and I'll tell you honestly which format fits, or whether we're the right people at all."

SUE · Chief Executive · sue@metishouse.direct

WHAT'S CHANGED IN B2B BUYING

BUYERS DECIDE EARLY. SEVEN WAYS TO MEET THEM FIRST.

The latest research on how senior buyers choose, and what Metis House does about each finding.

82%

of the time, buyers choose the supplier they favoured before speaking to sales.

So we reach the buying group before the shortlist is written.

6sense, Global B2B Buyer Experience Report, Nov 2026

67%

of B2B buyers would rather buy without a sales rep.

So we never send one. Interviewers with 25+ years in business ask. Nobody pitches.

Gartner buyer survey, Mar 2026

69%

still want a person to check what AI has told them.

Peers in a room are the check they trust.

Gartner buyer survey, May 2026

13

people are involved in the average buying decision.

So we map the whole group: who decides, signs and can veto.

Forrester, The State of Business Buying

40%+

of B2B deals stall because the buying group isn't aligned.

So we put them round one table.

Edelman and LinkedIn, B2B Thought Leadership Impact Report 2025

73%

of buyers avoid suppliers who send irrelevant outreach.

So every invitation is built from what they told us.

Gartner buyer survey, Jun 2025

THREE PROMISES

12 meetings, held or replaced

With senior buyers you chose, within 90 days. Written into your contract.

No pitch. Ever.

Guests come because nobody sells to them. Hosts listen first.

Your research fee back

Book a Verdict or an Overnight Gathering within 60 days of your findings and the fee comes off.







PROBLEM 01 OF 07

"I need a seat at the top table, and a say in where my sector goes."

THE VERDICT

Our most senior and exclusive engagement, chaired by an industry or political figure

30	60	~14
guests	research calls	weeks start to finish

WHAT YOU WALK AWAY WITH

- Thirty people who shape your market, as your guests
- A thought leadership paper in the chair's name, with you as host
- Private findings: what the sector thinks of you and your rivals
- Follow-up meetings with guests who welcomed them

THE HOOK *A chair with the standing to bring the audience you want, and a question your market is arguing about.*

Price on application. One fee: research, chair, venue, dinner or lunch for 30, our team and the paper. Full guide: The Verdict.



PROBLEM 02 OF 07

"I need to meet more of the right buyers."

THE OVERNIGHT GATHERING

THE FULL EXPERIENCE

A unique gala with celebrity entertainment, then a serious day of business

100+	1	15
senior buyers	free night for every delegate	minute meetings, matched by profile

WHAT YOU WALK AWAY WITH

- **A gala dinner with celebrity entertainment**, with every delegate staying free overnight
- **Pre-arranged speed-dating meetings** for you and your partners, each with a brief on the buyer
- **A topical mini-conference** alongside, built from their own answers: chair, keynote, buyer panel
- **Optional partner stands** that share the cost, while it stays your event
- Notes from every meeting, next meetings booked, sessions recorded

THE HOOK *A night they'd never book themselves, a hundred of the right peers, and an agenda built from their own answers.*

Price on application. One fee covers everything for 100 delegates. Manchester or London. Full guide: The Overnight Gathering.



PROBLEM 03 OF 07

"Buyers like the idea, but won't sign until they've seen it."

THE EXPEDITION

Hosted reference-site visits

12-16	3	2
buyers close to a decision	stops	days, one night

WHAT YOU WALK AWAY WITH

- Proof they can see and touch, from peers who run it
- Twenty minutes side by side with every buyer on the way home
- Notes from every seat-swap meeting
- Expedition notes for every guest: what we saw, what it would take

THE HOOK *Somewhere they couldn't get in on their own, with peers who run it.*

Price on application. One fee: calls, expedition lead, every stop, travel, hotel, meals, meetings and follow-up.



PROBLEM 04 OF 07

"I don't know what buyers will spend on next."

THE REVERSE BRIEF

A reverse conference: buyers present

40	8	120
senior buyers	briefs on stage	research calls

WHAT YOU WALK AWAY WITH

- The eight problems buyers most need solved in the next 12 months
- Private time with the buyers who share each one
- The Reverse Brief Book, in your name, ready for LinkedIn and the trade press
- Who voted for what, and why

THE HOOK *Buyers get the stage and set the brief, and their peers hear it with them.*

Price on application. One fee: calls, chair, presenter coaching, venue, food, AV, studios and follow-up.



PROBLEM 05 OF 07

"I need customers to tell me what to build."

PRODUCT ADVISORY MEETINGS

Customer and prospect advisory boards

10-15	2	1
customers and prospects	meetings a year	ranked priorities report

WHAT YOU WALK AWAY WITH

- Priorities ranked by the people who sign the cheques
- Why the prospects who chose a rival did so
- A group that feels it owns what you build next

THE HOOK *A real say in what gets built next, alongside peers who face the same problems.*

Price on application. One fee: research, recruitment, chair, venue, dinner, travel, live voting and the report.



PROBLEM 06 OF 07

"I need the clinicians who shape practice to advise us."

THE KOL PROGRAMME

Clinical advisory boards, Code compliant

8-12	2	FMV
clinicians a board	weeks to the insight report	honoraria, fully recorded

WHAT YOU WALK AWAY WITH

- A KOL map from telephone research, region by region
- Insight you can use, from advocates who trust you
- Minutes, themes and actions within two weeks
- A complete file your compliance team can sign off, to the ABPI, ABHI and MedTech Europe codes

THE HOOK *Respected clinicians, chaired properly, on a question that matters to their patients.*

Priced as a programme after a 20-minute call with Bob, who has built KOL advisory boards and ABPI-accredited symposia.



PROBLEM 07 OF 07

"I need stronger relationships with the accounts that matter."

THE INVITATION

Targeted premium hospitality

8-20	60	~8
senior guests	research calls	weeks start to finish

WHAT YOU WALK AWAY WITH

- The right guests, every one qualified by phone
- The conversations, planned seat by seat
- The meetings, and a short report on what came of them

THE HOOK *A seat at an occasion they couldn't book themselves, with good company and no pitch.*

Price on application. One team, one fee: research, invitations, somewhere remarkable, travel, food, guest briefs and follow-up.

PART SCIENCE, PART BLACK MAGIC

EVERY FORMAT HAS A HOOK. THAT'S WHY BUSY PEOPLE SAY YES.

The chair
Someone they'd find hard to get time with.

Their peers
People they'd rarely get together.

The place
Somewhere they couldn't book themselves.

The title
A question so close to their world they can't ignore it.

The science gets the right people in the right setting: research that finds the people who matter, every guest qualified, agendas built from evidence. The black magic makes them glad they came: Sue's network and thirty years hosting CEOs, HNW individuals, royalty and celebrities.

WHY TRUST A NEW COMPANY

Metis House launched in 2026. The people running it have done this many times before. References from past clients on request.

30+
years hosting CEOs, HNW individuals, royalty and celebrities

7,500
delegates at a five-day congress we ran in Barcelona, £2.5m budget

32
senior guests at a cross-party dinner chaired by a former Secretary of State. The paper went to government

80
senior clinicians across ten advisory boards, ABPI Code met in full

120
NHS CIOs and CCIOs at webinars built from their own answers

£15m+
in NHS contracts won by Bob as CRO, then CEO, across 20+ trusts

THREE WAYS TO START · NO OBLIGATION

EVERY FORMAT STARTS WITH A CONVERSATION. MAKE IT THIS WEEK.

£6.9K

Start with Market Pulse

From £6,900. At least 30 senior interviews, and the names who want to meet you, four weeks from the start. Market Pulse Plus, with 60 interviews and the full Intelligence Brief, is from £8,900.

60

Your research fee comes back

Book a meeting with the people who said yes within 60 days of your findings, and the full research fee comes off.

20

Send us your 20 targets

We'll come back with how we'd reach them, what we'd ask, and which format would get them there. No call needed.

WHAT HAPPENS NEXT

1. **A 20-minute call**
   Sue asks what you want to achieve and who you need to reach.
2. **A short proposal**
   Built around your answers, with a fixed price.
3. **We walk you through it**
   Within 24 hours, with Sue and Bob, so nothing is left unclear.
4. **You decide**
   No pressure, no chasing. Research starts in the next batch: a new one every two weeks, the next on Wednesday 2 December.

→ NOT SURE WHO YOUR BUYERS ARE YET?

Start with **Research**: who decides, what they think and who wants to meet you, four weeks from the start.

Who would you like to meet? Let's find out if they'd come.

Book 20 minutes. Tell us who you need in the room. Or email info@metishouse.direct with "Yes" and the problem that sounds like your week.

Book 20 minutes with Sue | Reply "Yes"

THE METIS HOUSE SET

SIX GUIDES. PICK THE ONE THAT FITS YOUR WEEK.

Meeting Formats is the middle of the story: after the research, before the long-term relationship. Each guide below covers a different step.



Research

Read this if you need to know who decides, and what they'd buy, before you spend.

OPEN →



The Verdict

Our most senior and exclusive engagement, chaired by an industry or political figure. Your name on the answer.

OPEN →



Meeting Formats

Read this if you need more of the right buyers face to face, and the format that gets them there.

YOU'RE READING THIS



The Overnight Gathering

A unique gala with celebrity entertainment, then a serious day of pre-arranged meetings and a topical mini-conference.

OPEN →



Host in Style

Read this if you want clients to still be talking about your event a year later.

OPEN →



Corporate Concierge

Read this if you want a private office for your directors, and a perk your whole team will use.

OPEN →

All six guides

Get any of them at **metishouse.direct/guides**, tick the ones you want and we'll email them to you. Or just ask Sue: **sue@metishouse.direct**

Book a call



Sue · Chief Executive
Twenty-four years looking after senior people at the country's best sporting and social occasions.



Bob · Chief Operations Officer
Thirty years selling to the people who sign. Ran a five-day congress for 7,500 delegates. 20+ NHS trusts, £15m+ in contracts.

METIS HOUSE

The right people, in the right setting.

metishouse.direct
info@metishouse.direct

Metis House is a trading name of SueCo VIP Limited, registered in England and Wales, company number 17304117. Registered office: 124-128 City Road, London EC1V 2NX.