METIS HOUSE

EXECUTIVE ENGAGEMENT, REIMAGINED

NEW
FOR 2027



THE FULL GUIDE · CONTINUES FROM METISHOUSE.DIRECT

NEW FOR 2027 · OUR MOST SENIOR AND EXCLUSIVE ENGAGEMENT

THE VERDICT

THIRTY PEOPLE WHO SHAPE YOUR MARKET. ONE TABLE. YOUR NAME ON THE ANSWER.

Our most senior and exclusive engagement, chaired by an industry or political figure with the standing to bring the audience you want. You leave with the relationships, a paper in your name to use in every tender, and private findings on what your market really thinks of you.

THE VERDICT

30 guests · 1 chair · 1 paper

A research-led working dinner, about 14 weeks start to paper.

THE PROBLEM

POLITE IN MEETINGS. GUARDED ON CALLS. SILENT IN SURVEYS.

A sales call gets you politeness. A research agency gets you anonymous answers. A conference gets you a crowd, and your competitors. So every supplier, you included, is selling into a problem nobody has agreed on.

Senior people do talk honestly, but mostly to each other, and only when the setting is right: a good room, a chair they respect, a question worth their evening and no one selling to them. That's The Verdict. It is the most senior thing we do, and the chair is the reason the right people say yes.

> "We were one of five suppliers on the shortlist. After The Verdict, we were the only one the buyers had sat down with. We won it."
>
> **MANAGING DIRECTOR** · data and cloud infrastructure partner

DONE BEFORE

32
senior guests, cross-party

1
former Secretary of State in the chair

38
references in the paper that went to government

4
months to a headline conference



WHAT'S CHANGED IN B2B BUYING

SENIOR BUYERS DECIDE EARLY. THE VERDICT PUTS YOU IN THE ROOM WHERE THEY DO.

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.





WHAT YOU WALK AWAY WITH

AN EVENING THAT KEEPS WORKING FOR YOU.

You host. You listen. Nobody is pitched. And you leave with four things nobody else can put on one table.

30 **The relationships**

Thirty senior people who shape your market, there as your guests because the chair asked them. Follow-up meetings with every guest who welcomed one.

1 **A paper in your name**

Properly referenced, written from the verdicts, in the chair's name with you as host. Built to use with government, in tenders, in the trade press and on LinkedIn. Everyone who was there had a hand in it, so they share it too.

● **The private findings**

A note from every conversation: what the sector thinks of you, of your rivals and of where the money is going.

60 **Market intelligence, whatever happens**

The research before the dinner is Market Pulse Plus: 60 senior conversations, the full Intelligence Brief and your qualified leads. Yours even if someone doesn't come.

METIS HOUSE · A PAPER

The Verdict

"When should we knock it down, and when should we keep it?"

What thirty of the people who build London agreed, and what happens next

Chaired by a former minister · Hosted by your company · 2027

Example cover.

"The best-run dinner I've been to in years. No pitch, the right people round the table, and a conversation I'm still thinking about."

CHIEF INFORMATION OFFICER · NHS trust, guest at The Verdict



HOW IT WORKS · ABOUT FOURTEEN WEEKS, START TO PAPER

THE RESEARCH FINDS THE PEOPLE. THE CHAIR GETS THEM TO SAY YES.

1 WEEKS 1-2

The question and the list

The question your sector can't settle, agreed with you. Target list and chair shortlist drawn up. Nobody is approached until you agree.

2 WEEKS 2-6

60 research conversations

Our callers spend a day inside your business first. Every call recorded with consent and written up as an info pack on that person.

3 WEEKS 7-11

The chair invites

The invitation goes out in their name. Pre-read sent, questions and seating built from the research.

4 WEEK 12

The Verdict

Reception, four tables, three courses, three rounds. The questions move round the room. Every table returns a verdict.

5 WEEKS 13-14

The paper

In the chair's name, with you as host. Plus your private findings.

THE HOOK

A chair the whole table respects

Industry and political figures with their own ability to bring the audience you want. Our network reaches former Secretaries of State, ministers, mayors and the independent voices each sector listens to. You choose from a shortlist.

QUESTIONS SECTORS ARE ARGUING ABOUT

"What would it take for the NHS to buy prevention, not just treatment?"

"Leasehold reform is coming. Who pays when the money runs short?"

"Who should own AI risk: the board, IT or the business?"

Examples. Yours comes from the research, and you sign it off.





RESEARCH BATCHES Research starts in batches of four studies, a new batch every two weeks. Next batch: Wednesday 2 December 2026.

Dinner or working lunch, in London, Manchester, Birmingham, Glasgow, Cambridge or Bristol. Venues described, never named, and confirmed with you before anything is booked.

WHAT IT TAKES

HOST A VERDICT. IF ONE GUEST BECOMES A CLIENT, IT HAS PAID FOR ITSELF.

One proposal, one fixed price, agreed after a 20-minute call. The other twenty-nine guests know your name, and it's on the paper they share.

WHAT'S INCLUDED

1. The research	Market Pulse Plus: 60 senior conversations, an info pack on every person, the full Intelligence Brief and your qualified leads.
2. The chair	A shortlist of industry or political figures the whole table respects. You choose. Nobody is approached until you agree.
3. The Verdict	The venue, a drinks reception, dinner or lunch for 30, AV, menu cards, the table plan and our team on the night.
4. The paper	Written from the verdicts, in the chair's name with you as host, plus your private findings.

Co-chair fees at cost. Overnight rooms can be added. Price confirmed in writing before anything is booked.

14

Weeks, start to paper

Question agreed in week 1, research by week 6, the dinner in week 12, the paper in week 14.

60

Days for your research to count

Already done your research with us? Book The Verdict within 60 days of your findings and the research fee comes off.

→

WANT TO KNOW YOUR BUYERS FIRST, OR NEED A BIGGER ROOM?

See **Research** for what comes before the dinner, and **Meeting Formats** for six other ways to meet your market.

What is your sector arguing about?

Book 20 minutes and bring the question. We'll tell you who should be at the table, and who the chair could be. Or email info@metishouse.direct with "Yes" and Sue will send a proposal.

Book 20 minutes with Sue

Reply "Yes"

THE METIS HOUSE SET

SIX GUIDES. PICK THE ONE THAT FITS YOUR WEEK.

The Verdict is one of seven ways we get you face to face with the people who matter. 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.

YOU'RE READING THIS



Meeting Formats

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

OPEN →



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.

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