METIS HOUSE

EXECUTIVE ENGAGEMENT, REIMAGINED

NEW
FOR 2027



THE FULL GUIDE · CONTINUES FROM METISHOUSE.DIRECT

NEW FOR 2027 · A CELEBRITY GALA, THEN A SERIOUS DAY OF BUSINESS

THE OVERNIGHT GATHERING

A CELEBRITY GALA AT NIGHT. A DIARY FULL OF MEETINGS IN THE MORNING.

A unique gala with celebrity entertainment, followed by a serious day of business: pre-arranged meetings for you and your partners with buyers matched from their own profiles, and a topical mini-conference alongside. Every delegate stays free overnight. Your event, in your name. No rivals on the next stand.

EVERY DELEGATE
Stays free overnight
Room, gala dinner and breakfast, all included

IN THE ROOM
100+ senior buyers
Found, called, profiled and qualified by us

THE PROBLEM

MEETINGS TAKE MONTHS TO BOOK, ONE AT A TIME. TRADE SHOWS PUT YOU NEXT TO YOUR RIVALS.

Your sales team chases the same accounts for a year. The exhibition puts you on a stand between two competitors, talking to whoever wanders past. Meanwhile the buyers you need are too busy for either.

They will make time for the right 24 hours: a free night somewhere good, a gala with celebrity entertainment they'll talk about, peers they rarely get together, and a morning built from their own answers. So we build that, and put you at the centre of it.

FIVE THINGS MAKE IT WORK

01

A free night

Every delegate stays overnight, at no cost to them.

02

A celebrity gala

Drinks, a gala dinner and celebrity entertainment. A night to remember.

03

Pre-arranged meetings

15 minutes each, for you and your partners, matched from the profiles we build on every delegate.

04

A topical mini-conference

Alongside the meetings: a chair and keynote they respect, client stories and a buyer panel.

05

Partner stands

Optional. Partners share the cost, you keep the event.





WHAT'S CHANGED IN B2B BUYING

BUYERS AVOID REPS. THEY DON'T AVOID A NIGHT WORTH STAYING FOR.

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

A FULL DIARY, REAL RELATIONSHIPS, AND A MARKET THAT KNOWS YOUR NAME.

15 — **Pre-arranged meetings with profiled delegates**

Short, booked meetings for you and your partners with the buyers who asked to meet you, each matched from the profile we built in research. Every one comes with a brief on the buyer, and notes afterwards.

24 — **Hours together, not a quick handshake**

Everyone stays in the same hotel, so the conversation starts at the gala and carries on over breakfast. That's where relationships start.

100+ — **The right buyers, in one place**

Found, called, profiled and qualified by us. No passers-by, no rivals on the next stand. Your event, in your name.

1 — **A topical mini-conference, in your name**

The question your market is talking about, with a chair and keynote they respect. Every session recorded, with a summary for LinkedIn and the trade press.

→ — **Next meetings booked**

Follow-up meetings in the diary before anyone has checked out, and a report on what came of it.



THE HOOK

A celebrity gala they'd never book themselves, a hundred of the right peers, and a morning built from their own answers.

The research tells us what they want to hear, who they want to meet and what would get them out of the office. The free night and the gala do the rest.

THE 24 HOURS

A GALA AT NIGHT. SERIOUS BUSINESS IN THE MORNING.

1 DAY ONE · AFTERNOON

Arrival and check-in

Every delegate has a room, free of charge. Drinks, and a first look at who's here.

2 EVENING

The celebrity gala

A reception, a gala dinner and celebrity entertainment. A night they'll remember, and you're the host.

3 DAY TWO · BREAKFAST

The conversations carry on

Last night's table talk turns into this morning's meetings.

4 DAY TWO · MORNING

Pre-arranged meetings

15-minute meetings for you and your partners, matched from each delegate's profile. They asked for them, so they turn up.

5 ALONGSIDE

The topical mini-conference

A chair and keynote your market respects, client stories and a buyer panel, built from what the delegates told us. Next meetings booked before anyone leaves.

OPTIONAL · PARTNER STANDS

Share the cost. Keep the event.

Invite partners to take a stand. They meet the same profiled buyers, and their fees help cover the event. It stays your event, in your name, and you choose who's in the room.

DONE BEFORE

7,500 delegates in Barcelona

A five-day congress on a £2.5m budget, where individual vendors invested more than £250,000 each. The Overnight Gathering is the same craft, for a hundred of the right people.

Example running order. Yours is built from the research.



HOW IT'S BUILT · ABOUT SIXTEEN WEEKS

RESEARCH FIRST. THAT'S WHY THE RIGHT PEOPLE COME.

1 **Weeks 1-2 · Who you need in the room**

We agree the buyers, sectors and roles with you, and the city: Manchester or London.

2 **Weeks 2-8 · We find, call, profile and qualify**

Every delegate phoned by us. We learn what they care about and who they want to meet, and build a profile on each. Research starts in the next batch: a new batch every two weeks, the next on Wednesday 2 December.

3 **Weeks 8-14 · Programme, matches and partners**

The mini-conference agenda built from their answers. Meetings matched from the profiles. Celebrity entertainment confirmed. Partner stands offered, if you want them.

4 **Weeks 15-16 · The Overnight Gathering**

The celebrity gala, a free night for every delegate, breakfast, the meetings and the mini-conference.

5 **After · Follow-up**

Notes from every meeting, next meetings booked, and the session summaries.

Typical timings. We agree yours at the start.

ONE FEE COVERS

Research and attraction, every delegate profile, the gala dinner and celebrity entertainment, the drinks reception, a room and breakfast for every delegate, the pre-arranged meetings, the mini-conference with its chair and keynote, staging and AV, our team and the follow-up. Price on application, fixed in writing before anything is booked.

→ WANT TO KNOW YOUR BUYERS FIRST?

Start with **Research**. Book The Overnight Gathering within 60 days of your findings and the research fee comes off.

Who do you need to meet? Let's find out if they'd come.

Book 20 minutes and tell us who you need in the room. 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 Overnight Gathering 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.

OPEN →



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.

YOU'RE READING THIS



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 →

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**

All six guides

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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