



**C-Level
Solutions**
A Division of The Rothkopf Group

Headquartered in the metropolitan D.C. area and serving clients across the country and internationally, C-Level Solutions specializes in turn-key solutions to identify top-tier audiences, convene them, provide them with the kind of content that can capture and hold their attention, interact with them and ultimately establish on-going relationships with them that can help our clients meet their most important objectives.

ABOUT C-LEVEL SOLUTIONS

It is at the "c-level" that the most important decisions in business are made:

- Chief Executive Officers are the final arbiters regarding crucial business choices. They define the strategic direction for their companies. Major actions require their imprimatur.
- Chief Operations Officers run the business on a day-to-day basis. Often they are partners to the CEOs, working in tandem to address the most significant questions a company faces.
- Chief Financial Officers are essential to any decision pertaining to finance, banking and risk management.
- Chief Investment Officers are at the top of the money management pyramid.
- Chief Information Officers are central to the planning and purchasing, effecting every aspect of a company's information technology.
- Chief Counsels are intimately involved in most major corporate decisions and play the deciding role when choices regarding legal services arise.

The c-suite is the nerve center of any organization. The c-level is the level that marketers and communicators must

reach if they want to influence the major decisions that any organization will make.

Yet, no group is more elusive, more demanding or harder to develop and maintain an on-going relationship with than those top-tier executives who operate at the c-level.

For many, whether they are seeking to sell a product or influence opinion, or whether they are attempting to bring together c-level executives who are business prospects or they are attempting to bring together a community of such executives from within their own companies or industries, the challenge involved in identifying, gathering, interacting and building relationships with the most senior tier of business and government executives and officials is the most daunting task they face.

C-Level Solutions has been created to help meet that challenge.



PRODUCTS & SERVICES

C-Level Solutions is a marketing and communications organization that specializes in creating live interactive events and media, targeting the most desirable and important audiences the client needs to reach. Our areas of expertise include:

Identifying the target c-level audiences

This includes internal and external audiences, government, business and not-for-profit audiences, traditional "c-level" titles and "above c-level titles" such as boards, government ministers, legislators, ambassadors and other opinion leaders.

Building databases of targets

Using the latest database technologies, C-Level Solutions will prepare lists of target audiences precisely to a client's specifications that will have countless other valuable applications outside this particular process.

Developing the right forum or medium to reach these audiences

Based on the specific audience, C-Level Solutions will work with the client to identify the best means of communicating with the target audience. This can include special events, seminars, conferences, gala dinners, overseas missions, resort-based activities, video conferences, teleconferences, e-mail and web-based



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publications, print publications and other custom-created efforts.

Developing the appropriate content to make the forum or medium attractive to the targets

C-Level Solutions will build advisory boards, create event programs, find writers and experts for e-mail and print publications and identify speakers who will attract and hold the attention of the target audience and convince them that the event is worthy of the investment of their time.

Managing the creation of the forums or media developed for the client

C-Level Solutions will handle every aspect of the management of the process of creating the special forums or custom media required by the client. From direct mail and telemarketing elements of audience or circulation development to identifying sites and managing the logistics of creating live or virtual events, the trained staff of professionals and carefully selected strategic partners of C-LS will supervise every aspect of the effort and do so in a way that is a minimum distraction for the client company.

Ensuring flawless execution at every stage of the process

Working at the c-level requires a commitment to quality and excellence that must be a foregone conclusion for clients and target audiences alike. The leadership of C-Level Solutions has an unequalled track record of creating such products and events at the very highest level worldwide.

Focusing on follow-up to ensure that every program is an on-going program

There is no point in undertaking the effort required of convening such extraordinary groups without also focusing on follow-up, building a program of post-event materials, questionnaires, follow-up teleconferences, follow-up media efforts, etc. to ensure that the valued c-level relationships we help you build we can also help you maintain.



C-LS SCENARIOS AND INTERACTIVE PROGRAMS



C-Level Solutions specializes in the creation of scenario events and other interactive moderated program formats that bring together high-level audiences for collaborative, engaging, lively joint planning or brainstorming sessions. Ranging in size from 25-1,000 participants, these programs can be shaped to help clients explore alternative futures, develop strategies, game-out responses to potential threats or opportunities, or simply to brainstorm on critical issues.

Drawing on the same techniques that have been used by the U.S. national security community and some of the world's most innovative major corporations, these events utilize the latest technologies to link every participant in the event together as part of a wireless network. The network enables C-LS to produce live polls of the attendees, to capture their thoughts, answer the questions most on the minds of organizers, conduct market research and communicate anonymously their views as the program format and the organizers require. Results are instantly presented on large rear-projection screens and integrated

into the multi-media or PowerPoint elements that help guide and drive the scenarios.



The events typically employ the active moderating approach of C-LS which makes every single participant an active speaker in the program—an approach that makes particular sense with c-level and other top-tier audiences that are not comfortable being passive participants in typical event formats. The moderator will typically introduce the discussion with carefully selected, well-known, outside experts and then will use the polling technology, the scenario format and his or her own skills to draw in each of the participants in the room until an exchange is under way that is truly open and captures the intellectual contributions of all present.



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The approach has been hugely successful where employed and is embraced not just for its content but also for its fast-paced, interactive, sometimes irreverent approach which allows audiences to anticipate change and work better as a team.

Such programs should be used for:

- Strategic planning
- Training
- Team building
- Cultivating relationships with prospective and current clients and collaborators
- Brainstorming and Creative Development
- Crisis management
- Management retreats
- War-Gaming alternative futures

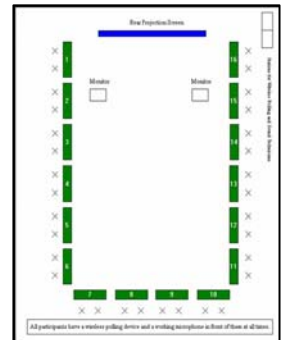
Topics for scenario and other interactive sessions can be tailored to the precise needs of individual clients. Past sessions in which C-LS principals have participated have included:

- Future implications of biotechnology
- Next stages in the War on Terrorism
- Consequences of regional unrest in Central Asia for business
- Impact of the information revolution on emerging markets
- U.S. political outlook
- Global and regional macroeconomic outlook
- Outlook for a wide variety of individual sectors
- Trends in institutional and individual investing
- Coming developments in Latin America, Asia, the U.S., Europe and the Middle East
- The future of reforms in each of these regions
- Consequences of changing regulations in the communications industry
- Other legal and regulatory changes from intellectual property law to those sweeping financial markets
- Next generation trends in defense and security
- Post-Castro Cuba
- The transforming nature of demographic changes worldwide
- Implications of upcoming trade talks

In short, this approach can be effectively tailored to virtually all topics and C-LS specializes in adding value in the conception as well as the execution and management of these programs.

What are Scenarios?

Scenarios are explorations of “alternative futures.” While these exercises often involve a predictive element, they are not predictive by nature. Rather, they enable the collective leadership of an organization, a collaborative business community of any type, or regional or international political leaders to collectively consider different outcomes and to systematically consider how they might be affected by those outcomes, how they might react, what their vulnerabilities and risks are, what their comparative strengths are, how competitors might react and what approaches make the most sense. Because these exercises are moderated they are driven toward the kinds of concrete results and “action item” deliverables that are impossible in other traditional formats. The first step is research and analysis directed to the issue in question. Then, key drivers most likely to influence future outcomes are identified. Understanding these drivers typically becomes the starting point for the scenario discussion. Then, best-case, worst-case, most-likely case or other scenarios are envisioned and explored with experts and participants alike for their views and, if called for (but not by any means required) some degree of role-playing. In each of these sessions, participants seek to identify the key indicators that will let them know which direction events are taking. They can also identify trigger actions that, should specific scenarios unfold, would be the points at which they should initiate pre-planned approaches.



All scenario participants receive detailed briefing materials on the sessions before hand, prepared by C-LS' professional research staff. These materials are typically posted on event or client websites and are designed to be useful research tools for future use well beyond the event. At the events, participants benefit from the detailed questions and professionally designed polling created and conducted by C-LS and from the multimedia and PowerPoint presentations that are used to guide people through the events. After the events, C-LS can create follow-on programs or Internet or print products that can continue the dialogue begun in these sessions or that can capture the best ideas presented within them.



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About Event Moderation and Chairing

C-LS events are often chaired by David Rothkopf, chairman of The Rothkopf Group. Mr. Rothkopf's activist, informed style of moderating and his broad depth of knowledge developed in a successful career as a ceo, senior U.S. government official and as a well-known writer and commentator, has won wide praise from corporate and government audiences around the world.

He has been cited by audiences and clients for his ability to combine a high-energy approach with in-depth knowledge and understanding of the often detailed areas in question. He also often appears on television and radio as a guest commentator on international, economic, security, political and business issues.

PRINCIPALS

C-Level Solutions brings together an extraordinary group of individuals who have extensive experience working with the highest echelons of business and government leadership to offer an array of unique services that can help your organization swiftly, successfully and cost-effectively build relationships at the level where it counts the most, at the c-level or above.



David J. Rothkopf, chairman of C-Level Solutions, is also chairman and ceo of The Rothkopf Group, which specializes in providing high-level advisory and consulting services on international themes for corporations and governments worldwide. He currently serves as chairman of Intellibridge and as chairman of C-Level Solutions. He is also a visiting scholar at the Carnegie Endowment for International Peace and is an adjunct professor of international affairs at Columbia University's School of International and Public Affairs.

Mr. Rothkopf has had a distinguished career in business, government and the media and is well-known as an expert on international affairs, international economics and international security issues. Previously, Mr. Rothkopf was managing director of Kissinger Associates, the international advisory firm founded and chaired by former U.S. Secretary of State Henry A. Kissinger. Prior to joining Kissinger Associates in 1996, he served as acting under secretary of commerce for international trade during the first term of the Clinton administration. Mr. Rothkopf came to the government after founding and serving as chairman and ceo of International Media Partners, where he was editor and publisher of *CEO Magazine* and *Emerging Markets* newspapers, and chairman of the CEO Institutes. The author of over 150 articles on international economic and security themes and the author, co-author or editor of five books, he has also appeared often as a

commentator on international issues on both television and radio and is well-known as an event moderator and conductor of scenario exercises.



Adrean Rothkopf, president of C-Level Solutions, has overseen the creation and management of top-level events and media products for senior business, government, military and non-profit organization executives on three continents. Prior to founding C-LS, she served as the executive director of the Group of Fifty, an assembly of prominent business leaders from Latin America's most important private sector companies co-sponsored by the Carnegie Endowment for International Peace and the Inter-American Dialogue. Serving as the chief executive of the group, she worked with Board of Directors to strengthen and diversify the G-50's program of activities, developed a forward-looking agenda of issues for the members to address, identified and served the varied interests of the membership and planned and coordinated the annual plenary session.

Previously, Ms. Rothkopf served as the senior associate for Latin America at the Newmarket Company, where she researched and wrote daily and comprehensive analytical reports covering developments across the Americas in economics, politics, trade, security and other issues. She also played a central role in the development of major international events that brought together senior government officials, chief executives, leading investors and other experts to explore scenarios for future international developments and their impact on every region of the world. She has contributed to the creation and management of similar events for organizations such as the Inter-American Dialogue, the Council of the Americas and the Carter Center.



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Kimberly Hall serves as a senior program and events intern for C-Level Solutions. She is currently a student at American University where she will be completing a Bachelor's degree in International Relations and Economics in December 2005. Previously, she has interned at the US-Ukraine Foundation in Washington, DC and the Center for the Global South also in Washington, DC.

Adrienne Kinard serves as a program and events intern at C-Level Solutions. Ms. Kinard is working on attaining a dual degree in Psychology and Broadcast Communication. She is an exceptional communicator, and her future plans include a furthering her education by obtaining a Master's and Doctoral degree in Counseling Psychology.

Yesenia Mejia serves as a program and events intern for C-Level Solutions. She graduated in 2003 from Boston College with a Bachelor's degree in Sociology and International Studies. Previously, Ms. Mejia worked as a case manager and events coordinator at St. Joseph Center, a non-profit based in Venice, CA, where she worked with and advocated for immigrant families. She is fluent in Spanish and English.

WORKING WITH C-LS

Every phase of the C-Level Solutions client relationship is built around the specific needs of the client. We will also work with individual clients on programs or initiatives that involve just a subset of our skills and resources.

The key to creating the most successful interaction possible is through initial conversations with our company through which we will develop, at no charge, detailed project or program proposals that are tailored to your specific needs and budgets.

Following the submission and refinement of the proposal and the execution of the contract with C-LS, a project manager who will be your prime point of contact will be assigned to your organization. This streamlines the communications process and is specially designed to eliminate the many stresses, distractions and other pitfalls traditionally associated with events and special project work within organizations of any size.

In each of our engagements we are absolutely committed to providing you with the highest quality outcome at the most reasonable possible cost. We will not compromise

when it comes to the value of our content, the level of our audiences, the meticulousness with which our logistics are managed or the sterling nature of our event locations. But as a consequence of many years of experience and a carefully conceived company structure, including the strategic alliances outlined above, we are confident we can offer the best in the most cost-efficient way possible guaranteeing you with the kind of return on investment that you require.

For more information about how to work with C-Level Solutions or for your own specially tailored solution, contact us at:

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