

# Privacy Law Salon

The Privacy Law Salon is a series of Roundtables, which bring together top privacy experts for candid, closed-door discussions, rather than canned speeches and presentations.

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## The Roundtable: A Unique Concept

### Virtual Privacy Roundtable

February 23-24, 2021

Virtual

A unique meeting where the most experienced leaders in privacy law engage in candid seminar-style discussions. Participants meet in hollow squares of 25 for intimate conversations and debates, all held under Chatham House Rule.

### Policymaker Roundtable

September 9-10, 2021

TBA

Leading privacy professionals meet with key domestic and international policymakers to engage in a candid and constructive dialogue about recent developments in privacy law, regulation and enforcement.

 **CONNECT** meaningfully with your target market and establish your business as the leading choice for privacy services.

 **ACCESS** key decision makers and influencers representing the top corporate privacy programs in a relaxed and candid setting.

 **STAND OUT** among your competitors as a leader in corporate privacy standards.

 **CONTRIBUTE** to high level conversations and be a part of the solutions.

 **BENCHMARK** your thinking among the most experienced practitioners in the privacy field.

 **COLLABORATE** with the leaders who are shaping the future of privacy programs and policy.

# Profile of Participants



**Invitation-only format** brings only the top practitioners together for discussion and debate.



**Participation is limited** to the senior leaders of organizations and firms, so that conversations can deep dive beyond the basics



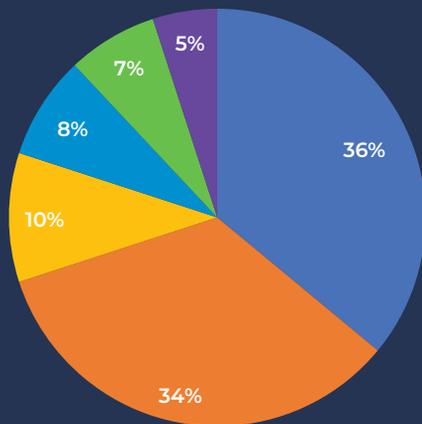
**In-house participants** include Chief Privacy Officers, General Counsel, VPs and Directors of Privacy Compliance.



**Organizations include** Fortune 500 corporations, Chambers-ranked law firms and top-tier consultants.

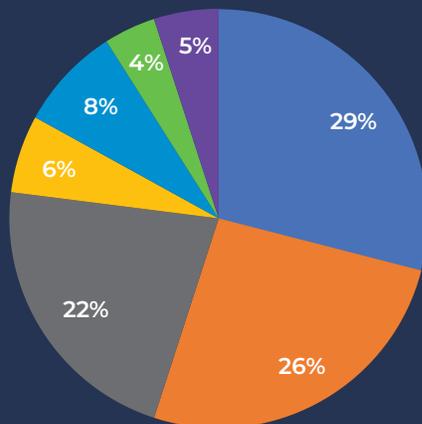
## Participant Makeup

PRIVACY ROUNDTABLE



- In-House
- Outside Counsel
- Consultant
- Academic
- Solution Provider
- Other

POLICYMAKER ROUNDTABLE



- In-House
- Outside Counsel
- Government
- Consultant
- Academic
- Solution Provider
- Other

# The Stats

### OVERALL SATISFACTION

**100%**

of attendees would recommend the Privacy Law Salon to a colleague.

### VALUE

**86%**

of current participants surveyed said they have benefited from the Privacy Law Salon.

### BUSINESS DEVELOPMENT

**90%**

of attendees say that these programs expand their professional network.

### QUALITY CONNECTIONS

**100%**

of participants have been in the privacy industry for 5+ years.

### QUALITY CONVERSATIONS

**98%**

of participants found that the discussions were conducted at the right level given their level of expertise and experience.

## What is the Virtual Roundtable?

The virtual Roundtable will allow the opportunity to have meaningful dialogue with privacy peers in the work-from-home environment.

As we shift the event to a virtual format, we will continue to foster the unique format and spirit that the Roundtable is known for, including:

- A private, by-invitation only meeting
- Small roundtable discussions of 20-25 people
- No presentations, rather a sharing of experiences in which all participants are expected to actively contribute
- Check-ins with colleagues on the state of their privacy programs
- Relevant Keynote Q&A sessions with speakers
- Participation is limited to 80 of the most seasoned leaders in the field. Past participants included CPOs, corporate leaders of privacy, outside counsel, privacy consultants, service providers and academics.

“One of the best interactive conferences I have attended. Conversations are lively and informed. Attendees are knowledgeable and share knowledge openly due to Chatham House Rule. Well worth attending.”

**Marc Loewenthal**

Former Chief Compliance & Operations, Risk Officer  
Varo Money, Inc.

“The Privacy Law Salon is one of the best convenings for candid privacy discussions. Led by top academics and attended by senior privacy leaders, the Salon is a master class for privacy professionals.”

**Debra J. Farber**

Former Sr. Director  
Global Public Policy, Visa Inc.

## Virtual Sponsorship Opportunities

### General Sponsor

Starting at \$3,000 USD

Show your support and position your company as an industry thought leader in the privacy space.

### Pre-Salon Virtual Wellness Refresh

Starting at \$5,000 USD

Host participants for a few minutes of meditation and/or wellness stretches before the Roundtable begins on each day.

### Virtual Networking Session (Two Opportunities Available)

Starting at \$7,000 USD

Connect meaningfully with your fellow participants through a branded networking session and have the ability to connect one-on-one in a private virtual meeting room.

### Immersive Event Platform Sponsorship

Please contact us for pricing

Partner with us to create a more engaging experience for participants through an immersive virtual event platform. This will allow for additional branding opportunities for your business, up front and center throughout the virtual event space.



### Interested in sponsoring the upcoming virtual event?

Contact us today to create a custom package which suits your business needs.

**Shannon Moore Lewis**

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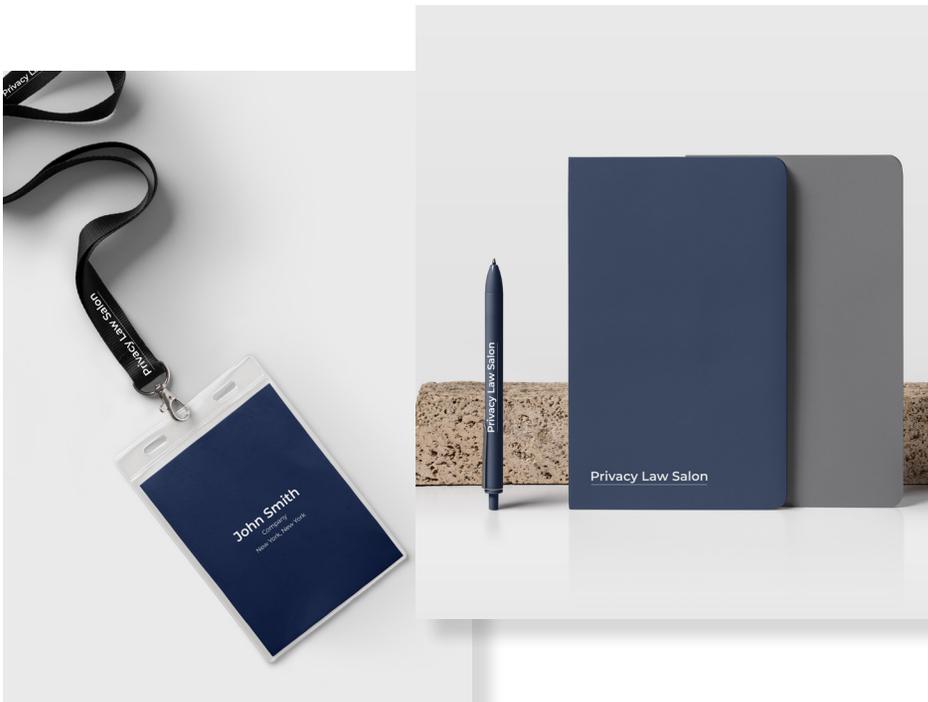
We hope to host the 2021 *PolicyMaker Roundtable* in person. If you are interested in sponsoring this event, the available sponsorship opportunities are outlined on pages 7 and 8.

## Branding Opportunities

Leave a lasting impression with participants by branding important items at the Roundtable. Extend your recognition beyond the event with items participants take home with them.

Lanyards	\$10,000
Participant Package	\$7,000
Pens	\$5,000 – \$10,000
Conference Tote Bag (Custom Options)	\$2,000+
Participant Package Advertiser (Half/Full Page)	
Custom Item of <b>YOUR</b> Choice	

(Please contact us to discuss available bespoke options to brand your company)



## Function Opportunities

Host participants for a variety of functions and send your top experts to make a lasting impression at the Roundtable. There are a number of functions available to host, and each can be formatted to fit your brand and style.

### Networking Dinner

Starting at \$10,000 USD

Host participants for a sit-down Dinner, and profile your company among top privacy professionals.

### Networking Reception

Starting at \$10,000 USD

Connect with fellow participants through a networking reception and make meaningful connections with the senior leaders in this field.

### Branded Coffee Breaks

Starting at \$10,000 USD

Have your company showcased as the supporter and host of the coffee break, with all day branding in Roundtable common areas.

### Branded Lunch

Starting at \$7,500 USD

Have your company showcased as the supporter and host of an afternoon lunch.

### Branded Breakfast(s) & Q&A Panel

Starting at \$7,500 USD

Host participants for breakfast(s) and be recognized as the supporter of the Q&A Panel (when applicable).

## Looking for a custom package?

Contact us today to create a custom package which suits your business needs.

### Shannon Moore Lewis

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# Past Salon Sponsors



## Connect With Us

### ORGANIZING COMMITTEE



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Law School  
President & CEO TeachPrivacy

### CAMBRIDGE FORUMS INC.

The **Privacy Law Salon** is managed by Cambridge Forums Inc., who have been creating exceptional international meetings for senior executives for over 15 years. Cambridge creates and delivers premium development opportunities for peer-selected experts that deepen their knowledge, while broadening their professional relationships. Cambridge Forums specializes in roundtable format meetings, which facilitate the open exchange of knowledge and best practices.

For more information, please visit our website:  
[www.privacylawsalon.com](http://www.privacylawsalon.com)

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