



ENGAGEMENT GUIDE & MEDIA KIT

2024

FEI IS WHERE ENGAGED FINANCIAL LEADERS THRIVE.

For over 90 years, Financial Executives International (FEI) has been the leading advocate for the views of corporate financial management. Our Members hold policy-making positions as Chief Accountants, Chief Financial Officers, Controllers, Tax Executives, and Treasurers, representing diverse industries.

FEI enriches the professional growth of its Members and stakeholders through conferences, accredited courses, research and publications, peer networking, leadership opportunities, and career management services.

UNPARALLELED EXPOSURE TO KEY FINANCIAL DECISION-MAKERS

YOUR BRAND. YOUR EXPERTS. OUR COMMUNITY.



Gain exceptional visibility and position your company as a THOUGHT LEADER.



Demonstrate EXPERTISE and innovative solutions to a select audience of financial executives, enhancing your BRAND'S CREDIBILITY and sparking interest among potential clients.



Build LASTING BUSINESS RELATIONSHIPS.



Drive REVENUE GROWTH.



Solidify your company's role as a TRUSTED ADVISOR in the industry.



A SPECIAL THANK YOU TO OUR STRATEGIC PARTNERS

Deloitte.

EY Building a better working world

**forv/s
mazars**

KPMG

 Microsoft

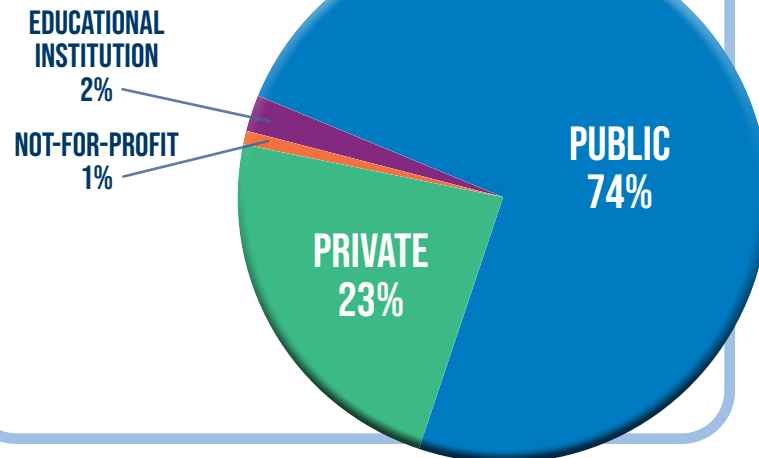
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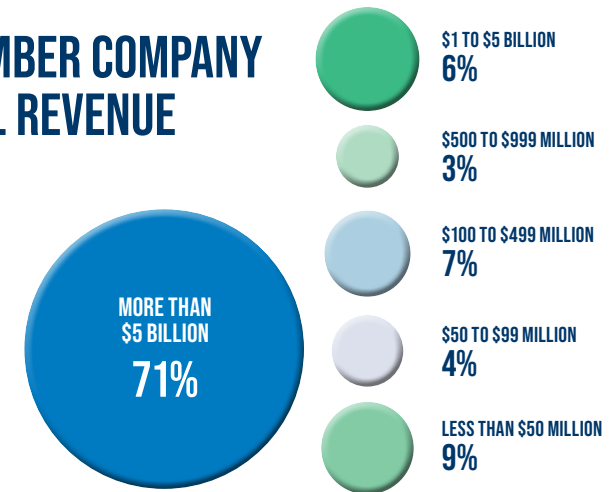
FEI 2024 DEMOGRAPHICS

(AS OF 5/1/2024)

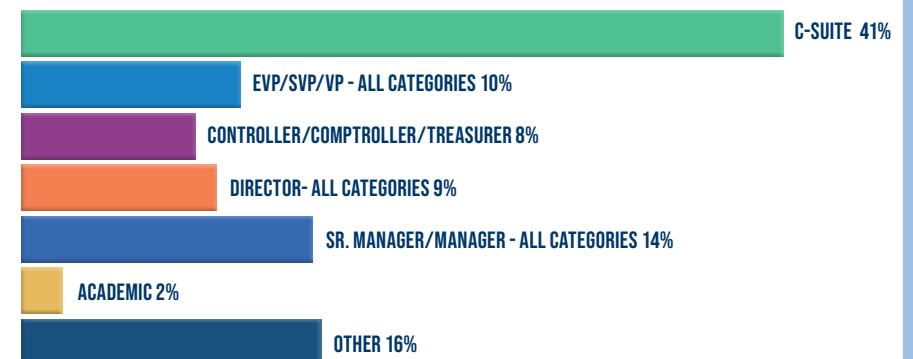
FEI MEMBER COMPANY DEMOGRAPHICS



FEI MEMBER COMPANY ANNUAL REVENUE



FEI MEMBER TITLES



PROMOTE YOUR THOUGHT LEADERSHIP & MESSAGE



WEBINARS

Key webinar topics range from general finance to specific industry issues, cover emerging trends, regulatory and standards developments, leadership skills and job search skills.

SPONSOR PLATFORM PROMOTION ONLY

Extend the reach of thought leadership webinars, hosted on your platform, to FEI Members and beyond. FEI will promote webinar content produced by your company, hosted on your platform, and include the webinar's registration link.

Promotion Benefits include:

- Webinar promotion via FEI Event listing on FEI's Events page and Webinar subpage;
- Promotion to FEI Members and qualified prospects via bi-monthly FEI Professional Development Opportunities e-newsletter;
- Post on FEI's LinkedIn Company page

FEI PLATFORM

Elevate your thought leadership by partnering with FEI, reaching Members and a broader audience. Present your webinar professionally on FEI's technology platform, with technical details expertly managed by FEI Staff to guarantee a high-quality experience. Benefit from FEI's extensive reach as we promote our jointly produced webinar to thousands of financial leaders through multi-channel marketing.

STANDARD

- Administration of registrations
- CPE administration and certification
- Technology platform set up for PowerPoint presentation and audio only presentation
- Banner ad with URL link on presentation platform
- Resource link on presentation platform

Promotion Benefits Include:

- Listing of the webinar on the Events page and Webinar subpage of the FEI website
- Webinar listed in bi-monthly Professional Development e-newsletters
- FEI's LinkedIn Company page
- Post-attendee list provided at the conclusion of the webinar including name, company and a one-time direct mail.

PREMIUM

All benefits noted for Standard

- Technology platform set up for speaker(s) to present via web cam if desired alongside PowerPoint presentation and Screen Share capabilities
- Sponsor Video or audio option for wait-room
- Enhanced engagement reporting statistics



FEI WEEKLY PODCAST

The FEI Weekly Podcast are conversational and an opportunity to highlight your company's knowledge, insight and thought leadership around a particular topic. These podcasts provide an opportunity to dig deeper into how your product/service is helping finance leaders work smarter and not harder. The FEI Weekly Podcast is published on multiple podcast platforms.





FEI WEEKLY

FEI Weekly provides readers with breaking news, analysis of industry and regulatory trends, and features that keep readers up-to-date, well-informed, and better able to tackle the challenges of their demanding jobs. Promote whitepapers, e-books, blogs and research, or announce upcoming events, products or services. Featured on the FEI Weekly Homepage for one week and promoted in one FEI Weekly e-newsletter.



MENU

ESG



Meeting the Data Demands of Looming ESG Disclosure Rules: Ten Takeaways

FEI Daily | 06/10/2024

Sponsored by DFIN

Developing an ESG reporting program equipped to move seamlessly into a new regulatory landscape of mandated disclosures.



Developing an ESG reporting program flexible enough to change as new regulatory disclosures, assurance, and auditability are mandated is no small task.



RESEARCH

For more than 75 years FEI's non-profit research affiliate, the Financial Education & Research Foundation (FERF), has published valuable, independent research used to define the role of the financial leader in corporate America.

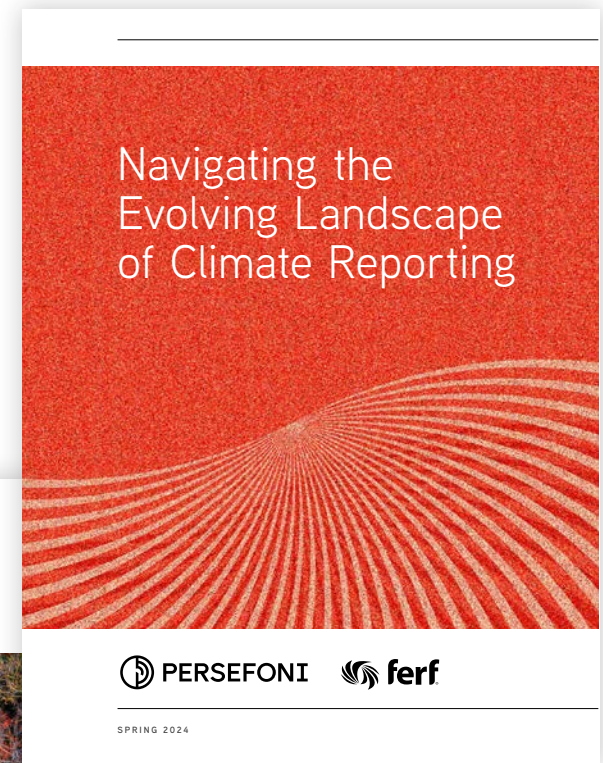
Translate market trends into shareable content that sets the agenda for the finance and accounting industry. This approach allows the audience to engage with the research from discovery through results while embracing an interactive, "future-friendly" content strategy that expands reach and attention.

Co-branded reports and additional interactive multimedia (videos, podcasts, digital, social or webinars) are developed and shared with FEI's extensive audience.

INTERACTIVE CONTENT COULD INCLUDE*:

- Maximum of two (2) video interviews conducted and edited by the FEI with subject matter experts along with edited transcripts (published during the discovery process, sponsor logo in lower third).
- An interview with subject matter experts published via the FEI's podcast (published during the discovery process, sponsor logo in published transcript + 30 second ad read).
- Maximum of two FEI updates discussing the research progress (published during the discovery process, sponsor logo in text).
- Final research paper published via a traditional PDF, along with a dedicated FEI Interactive Research page that houses the discovery material.

**Scope, planning and scheduling of research report are established by joint agreement with FEI and Sponsor.*



CONNECT, ENGAGE & ADVERTISE



SPONSORED EMAILS TO OUR NETWORK

Put your message directly in front of 21,000+ finance and accounting leaders' inboxes. Elevate brand awareness, boost engagement, and forge valuable partnerships through dedicated communication. Feature your content and exclusive offers to actively engage our network with your brand.

SPECIFICATIONS:

- Header banner:
600px x 130px (100 KB / JPG or PNG)
- Subject Line word count:
100 max characters (with spaces).
Recommend 28 to 50 characters.
- Preheader text word count:
100 max characters (with spaces).
Recommend 40 to 100 characters.
- Body word count: 300 word max.
Recommend 125 to 200 words.
- Call to Action
(ex. "DOWNLOAD HERE"; "REGISTER NOW")
- Landing page URL

Not rendering correctly? View this email as a web page [here](#).

Charting the Future of Accounting

How to Navigate the Future Amidst Changes and Challenges



#FloQast

Download Now

The accounting landscape is in the midst of a significant transformation.

Gone are the days of manual Financial Closes and endless hours sifting through reconciliations. Automation is revolutionizing the way we work—streamlining processes and enhancing efficiency like never before.

But with this digital evolution comes a new set of challenges. Each accounting department operates uniquely, complicating the integration of AI and automation into daily workflows.

In our latest ebook, [Charting the Future of Accounting](#), we delve into the trends shaping the future of the profession and provide insights on how to navigate this ever-changing landscape.

Here's a sneak peek of what you'll discover:

- Strategies to help you tackle the profession's most significant challenges head-on
- Practical ways to embrace AI and leverage automation to your advantage
- Insights to help you determine your role in the evolution and stay ahead of the curve

Embrace the future of accounting and unlock new possibilities for success.

[DOWNLOAD THE EBOOK](#)

Financial Executives International (FEI) | Financial Education & Research Foundation (FERF)
89 Headquarters Plaza, Suite 1462, Morristown, NJ 07960

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BANNER ADS

PROFESSIONAL DEVELOPMENT OPPORTUNITIES NEWSLETTER

Published every other Wednesday to more than 19,000 finance and accounting leaders and stakeholders, this newsletter is financial leaders' primary source for upcoming FEI and sponsored webinars, courses, and conferences on the most pressing topics and more.

FEI WEEKLY NEWSLETTER

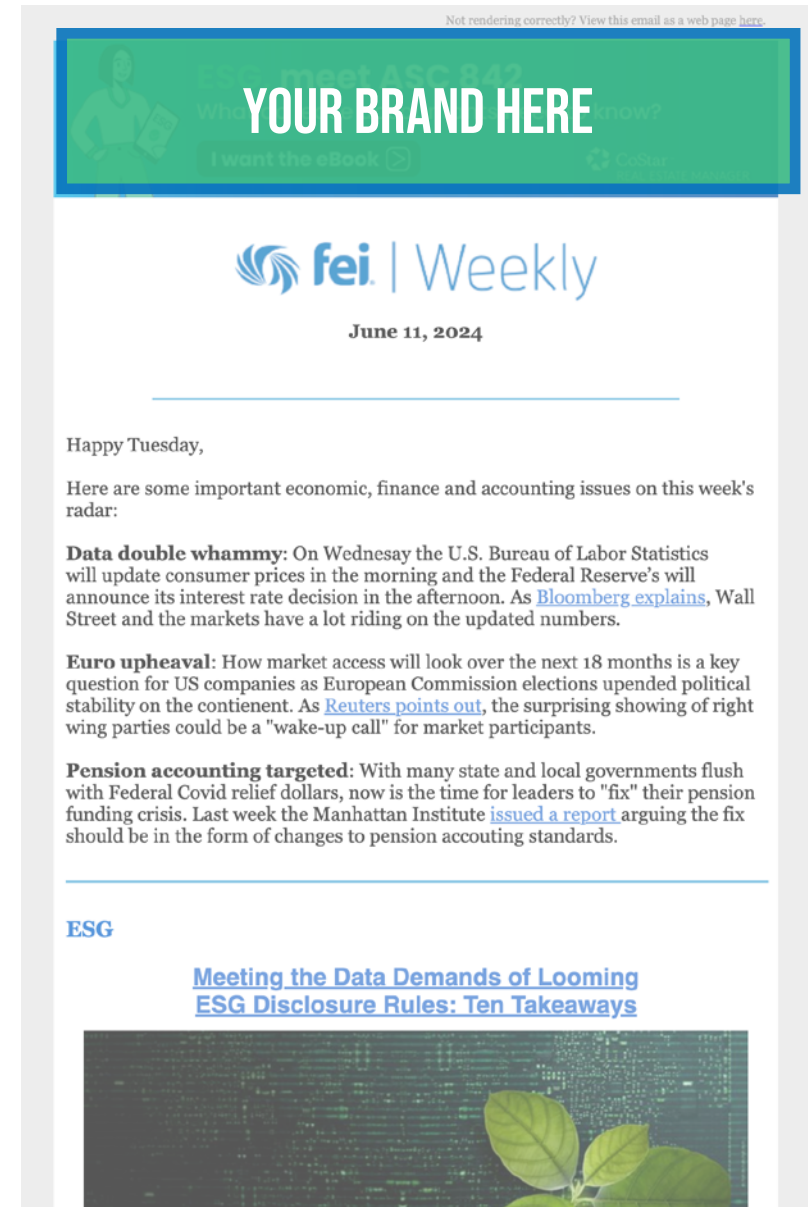
Sent every Tuesday morning to more than 17,000 finance and accounting leaders, this communication contains in-depth, educational content including news, analysis of industry and regulatory trends, and features that keep readers up-to-date, well-informed, and better able to tackle the challenges of their demanding roles.

CONFERENCE EMAILS

Sent to our Members and stakeholders, these emails contain registration information, keynote speakers, session highlights and reasons to attend the event. Date/timing subject to determination by FEI.

SPECIFICATIONS:

- 600px x 130px
- File format: 100 KB / JPG or PNG
- Landing page URL





RETARGETING CAMPAIGNS

Tap into FEI's extensive audience through ad retargeting and maximize your brand's visibility to increase ROI. Whether promoting new products, services, white papers, or resources, leverage cookies to track visitors from the FEI website and display your ads to potential clients across thousands of websites they visit daily. With real-time statistics available via a custom advertiser dashboard, monitor impressions, clicks, and activity breakdown effortlessly. Choose multi-month packages to remain top-of-mind with the FEI audience and drive continuous engagement.

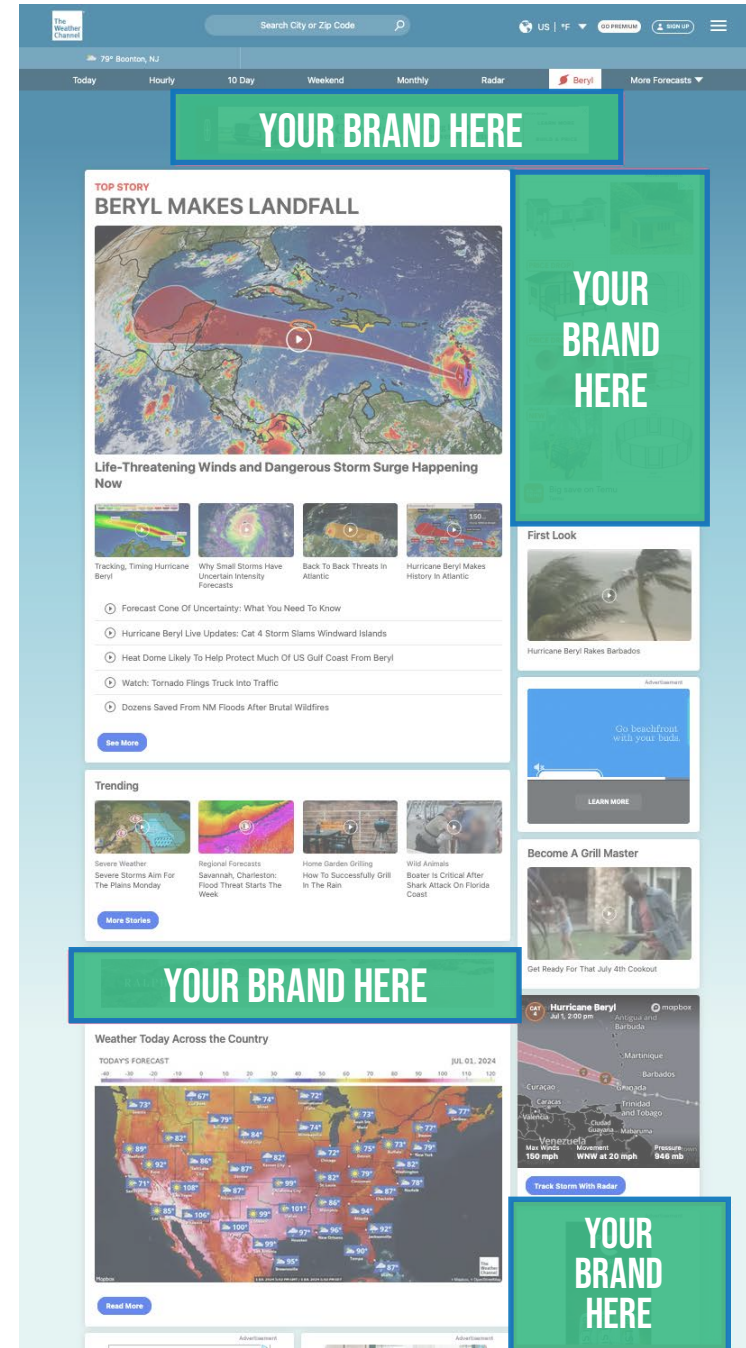
PACKAGES*:

- 50,000 impressions/1 month
- 100,000 impressions/1 months
- 200,000 impressions/2 months
- 300,000 impressions/3 months

* Contact us for more information on a customized impression campaign to meet your objectives.

PERSONAL DASHBOARD- TRACK SUCCESS IN REAL TIME

- Impressions
- Clicks
- Activity breakdown





IN-PERSON EVENTS

FINANCIAL LEADERSHIP SUMMIT

MAY 19 - 21, 2024

Disney's Contemporary Resort
ORLANDO, FL

At the Financial Leadership Summit, attendees experience a power-packed program with high-impact keynote sessions and interactive discussions specifically designed for finance leaders. Key takeaways include the latest best practices to drive business strategy, empower the workforce, and foster culture to shape organizational success.

USC AND FEI'S ANNUAL SEC AND FINANCIAL REPORTING CONFERENCE

JUNE 6, 2024

Hybrid Event
University of Southern California
LOS ANGELES, CA

This annual hybrid conference is a collaboration with the University of Southern California Levanthal School of Business. It provides a forum for interaction between business and accounting executives and policy setters from the U.S. Securities and Exchange Commission (SEC), the Financial Accounting Standards Board (FASB) and Public Company Accounting Oversight Board (PCAOB), and serves as a mid-year update to FEI's annual Corporate Financial Reporting Insights (CFRI) Conference.





ONLINE EVENTS

FUTURE OF TECHNOLOGY IN FINANCE FORUM

JUNE 25, 2024 | ONLINE

TARGET AUDIENCE: *Public and Private Companies | Small - Large Enterprises*

The finance function of the future will require modern CFOs to work closely with CIOs to leverage technology more effectively, utilize new tools and resources, and implement innovative technological solutions. The Future of Technology in Finance Forum will review the latest in tech options to create growth opportunities and enable financial leaders to make real-time, educated, secure, and more profitable decisions. This conference brings together influential, dynamic, and innovative speakers who will share their industry expertise in accounting, financial reporting, and technology trends.

MEASURING RISK AND PLANNING STRATEGICALLY PRESENTED BY FEI ENGAGE

JULY 17, 2024 | ONLINE

TARGET AUDIENCE: *FEI Corporate Member Staff & FEI Engage Subscribers | Small - Large Enterprises*

A new event designed for finance and accounting professionals, focusing on cutting-edge approaches to measuring risk and crafting strategic plans. Discover tools and techniques to manage financial uncertainties effectively, enhance decision-making processes, and drive organizational success in a rapidly changing economic environment.

FROM DATA TO STORY WEBINAR NEW

SEPTEMBER 23, 2024 | ONLINE

TARGET AUDIENCE: *Public and Private Companies | Small - Large Enterprises*

Move beyond graphs that simply show data to intentionally designed visuals that impart understanding and inspire action. Join this session to witness the impact of eliminating the non-essential, eloquently directing attention, and weaving the resulting well-designed graphs into data-driven stories. Join Amy Esselman, SWD Data Storyteller, who will share strategies and illustrate a step-by-step transformation, leaving you with an appreciation of the power of data storytelling, plus practical tips to put into practice in your next presentation.

ESG REPORTING FORUM: PRACTICAL IMPLEMENTATION CONSIDERATIONS

OCTOBER 1, 2024 | ONLINE

TARGET AUDIENCE: *Public Companies | Medium - Large Enterprises*

As demands from investors, domestic and international regulators, and stakeholders grow, the need for enhanced ESG reporting has become more urgent. With recent proposals to include ESG disclosures in financial reporting, finance professionals strive to deepen their understanding of these proposals, comprehend their implications, and learn how to effectively integrate the requirements.



ONLINE EVENTS

(CONTINUED)

FINANCE TRANSFORMATION WEBINAR SERIES

OCTOBER 9 / 16 / 23 / 30, 2024 | ONLINE

TARGET AUDIENCE: *Public and Private Companies | Small - Large Enterprises*

The finance function is constantly evolving, and embracing technology can greatly enhance efficiency and the quality of financial reporting. This webinar series educates finance leaders on the latest trends in leveraging automation, AI, robotics, and other transformative tools. Discover how organizations have successfully implemented these tools and gain insights into best practices and lessons learned internally and in collaboration with auditors.

POWER IN THE C-SUITE WORKSHOPS **NEW**

OCTOBER 10 & NOVEMBER 7, 2024

TARGET AUDIENCE: *Public and Private Companies | Medium - Large Enterprises*

Presented by FEI, the Behavioral Forensics Group, LLC (B4G), and the University of Dayton Center for Cyber Security & Data Intelligence (UDCC)*

What makes these workshops unique? A focus on the often-missing but critical component of fraud detection and prevention – the psychology or behavioral forensics behind why fraud happens. There are human beings behind every act of fraud. Understanding their motivations, fears, and behaviors is the secret to an organization's ability, through its robust and healthy culture, to create a more fraud-resistant organization.

To help an organization stay healthy, these faculty-curated workshops will feature panels of esteemed industry specialists and anti-fraud professionals. They'll share and discuss with attendees the latest behavioral insights, strategies, trends, and tools to help prevent, deter, and mitigate fraud risk.





ONLINE EVENTS

(CONTINUED)

NAVIGATING FINANCE AND LEVERAGING CAPITAL | PRESENTED BY FEI ENGAGE

OCTOBER 22, 2024 | ONLINE

TARGET AUDIENCE: *Public and Private Companies | Medium - Large Enterprises*

Dive into the complexities of modern finance at this event tailored for accounting and finance professionals. Learn to navigate financial landscapes effectively and leverage capital strategically to fuel growth and innovation. Gain insights from industry leaders on optimizing financial structures and capitalizing on investment opportunities in a dynamic market.

CORPORATE FINANCIAL REPORTING INSIGHTS (CFRI) CONFERENCE

NOVEMBER 12-14, 2024 | ONLINE

TARGET AUDIENCE: *Public Companies | Medium - Large Enterprises*

Stay ahead of a rapidly changing environment by engaging with peers around technical accounting updates from the U.S. SEC, FASB, PCAOB, and topics such as ESG, DE&I, technology, leadership, and corporate responsibility that will shape the finance function for years to come. Finance leaders from leading companies discuss the latest developments in rule-making and standard-setting, share unique experiences and best practices, and respond to questions on the latest challenges facing the controllership function and the profession.

CONFERENCE ON FRAUD, CYBERSECURITY, AND RISK

DECEMBER 4, 2024 | ONLINE

TARGET AUDIENCE: *Public and Private Companies | Small - Large Enterprises*

FEI, the Behavioral Forensics Group, LLC (B4G), and the University of Dayton Center for Cyber Security & Data Intelligence (UD) have assembled panels of esteemed industry specialists and anti-fraud professionals to share the latest behavioral insights, strategies, trends, and tools to help business leaders prevent, deter, and mitigate fraud risk.

GET IN TOUCH

REACH OUT TO YOUR STRATEGIC ADVISOR FOR A COMPANY CONSULTATION



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