

# portada

where marketing innovators meet

**portada**   
COUNCIL of the Americas

**portada**   
AGENCY Star Committee

**portada**   
BRAND Star Committee

**portada**   
TRAVEL Marketing Board

**portada**   
SPORTS Marketing Board

## PORTADA COUNCIL SYSTEM – FREQUENTLY ASKED QUESTIONS

- **What is the purpose of the Council System?**

The purpose of Portada's Council System is to provide C-level U.S and Latin American marketing executives a platform for high level, informal gatherings, where they can share and obtain insights as well as advance the discipline of marketing communications as a key way to connect with consumers throughout the Americas.

- **What is Portada?**

Founded in 2003, Portada is the leading networking solutions platform for

dynamic tech, marketing and media companies targeting consumers through cultural insights and passion points in the Americas. Portada media (events, digital-social and magazine) have an audited\* reach of more than 120,000 marketing, tech and media executives in the Americas.

\*CVC, Portada audit

- **What happens during Council System meetings?**

Meetings are based on discussions of topics that vary according to the specific objective of each council unit. Topics are related to passion-point marketing as well as to issues that are relevant to council members areas of professional interest. A POV on a discussion topic is worked out, generally the first session is used to brainstorm and the second session is used to derive conclusions

- **How are the topics of discussion established?**

Council System members fill out a form where they rank a list of suggested topics according to their interests. They also make their own suggestions.

- **Who are the Council System members?**

Council System members are senior brand marketing leaders from the U.S. general and multicultural markets as well as Latin America. There is one council unit, the Agency Star Committee, comprised of senior executives of major media buying and planning agencies.

- **How many members does each Council have?**

Each council unit has approximately 12 members. Generally, no council unit will have more than 20 members.

- **How many meetings per year does each Council unit have?**

The Council of the Americas has two in-person meetings, one at the annual Portada Miami event in the spring and another at the annual Portada New York event in the fall.

The other four council units have four meetings a year; one per quarter. The first and fourth quarter meetings are virtual, while the second and third meetings take place in person at the Portada Miami event and at the Portada New York event. Latin American members of the Brand and Agency Star Committees will meet at Portada Mexico in October instead of at Portada New York.

- **Are Portada Council System members paid to attend the meetings?**

No, members of the Council System do not receive any payment.

- **Are the Council unit meetings public?**

No. To foster trust and the quality of the communication within the council unit, council meetings are totally private. No information will be published by Portada or other outlets.

- Why are Council unit sessions recorded?**

After each meeting, the Portada team uses the recording to produce a meeting recap, which is then directly provided to Council members. Recordings are not used for any other purpose and are destroyed afterwards.
- How long are Council System Memberships?**

They are available for one year after which the Council member and Portada evaluate the viability of the membership renewal.
- Are trip and hotel costs covered for Council members?**

Portada covers air fares, hotel and event meals, provided the Council members want Portada to do so.
- Are marketing services vendors included in the different Council System units?**

Portada's first rule is that council system members are selected from an elite group of brand-marketing, technology and media thought leaders. Senior and eligible executives from agency and/or marketing services vendors may be included in Council System units. Vendor executives will never amount to more than 20% of the total amount of the members of each of the council units.
- Are vendors charged to be part of Council System units?**

Yes. Portada's business model has a "hosted buyer event" component through which it connects buyers and sellers of marketing services in a carefully curated educational environment.
- Do Council System members have to meet with Portada partners/vendors for one-on-one meetings?**

When joining Portada's Council System, members agree to meet with a minimum of six Portada clients/vendors for up to twenty-five minutes a year through pre-scheduled and pre-qualified one-on-one meetings. This enables them to learn about services they are interested in and explore business opportunities. To make sure meetings are fruitful to both parties, both the Council member and the vendor executive are carefully prescreened by Portada's brand and agency relationship team. Council System members fill out an online form providing their profile as marketers as well as the specific marketing needs they have.
- Where do these one-on-one meetings take place?**

Meetings take place in separate rooms at Portada event venues. Some meetings may also take place at the office of the brand marketer or agency executive, provided that they agree to do so.
- Do Council System members have to commit to buy products or services of the vendors they meet at the one-on-one meetings?**

No. There is no commitment whatsoever by Council System members to buy any product or service from the vendor they meet.
- Is the buyer hosted event model, on which Portada's business model is partly based on, new?**

Not at all. Buyer hosted programming and events have been in the market for many decades. In fact, they are at the core of most trade media's business model.

E.g. <https://www.bizbash.com/how-to-create-a-successful-hosted-buyer-program/new-york/story/28260/#.WspgBfnwblU>

In the marketing services industry, distinguished organizations like the Association of National Advertisers and a myriad of other entities integrate sellers of marketing services into their different committees and events at a price. Renowned trade media properties such as Argyle, Digi day, IQPC, Richmond Events and many others have a substantial "hosted buyer event component" in their business models. Many of these companies sell tickets to their events offering ticket buyers several meetings with buyers of marketing services.

- **What are the key benefits of the Council System membership?**

Council system membership provides shared learning and networking in truly incredible settings. When gathering with their peers, Council System members share ideas, real-world experiences and best practices. This environment creates an inspiring atmosphere that generates knowledge and enriches each participant's career. In this acquisition of knowledge, there is an enormous opportunity for educative growth on a budget.

If you are interested in a Portada Council System membership, please contact Brand and Agency Relationship Manager Celeste Martorana at [Celeste@portada-online.com](mailto:Celeste@portada-online.com) or Event and Sales Manager Isabel Ojeda at [Isabel@portada-online.com](mailto:Isabel@portada-online.com).