

THE TWO-PAGE OVERVIEW

# Pipeline *without the pitch.*

Connect The Vibe runs **Pipeline Sessions**, single-sponsor, music-led rooms of 15-20 senior decision-makers, built around the accounts you want to keep, grow and win. The customers you can't afford to lose and the targets you most want, in one room, with no one allowed to sell. Pipeline, retention and expansion from one evening.

## What it is

One curated room: your existing customers and your named target accounts, side by side. No stage, no demo, no pitch, the constraint is the product. Single-sponsor, with no competitor in earshot. London, quarterly. It is a B2B pipeline channel, not an events business.

The music is the mechanism: it's why senior people show up, stay, and talk like peers. Curated, named DJs and artists, brought through long-standing relationships in the scene.

## The Room Report

Every Pipeline Session ends in **the Room Report**, an account-by-account map of who was in the room, the conversations had, and the recommended next step on each, handed back within five working days for your revenue team to run.

It's the thing a CRO can put straight on the forecast: attributable pipeline you can trace, not a good night and a stack of badge scans.

## The model, five steps, three gates

- 1 **Lock the ICP and account list**, the customers to keep and the targets to win.
- 2 **Build the room**, outbound and qualification on your named target accounts.
- 3 **You validate the guest list**, nothing runs until you've signed it off.
- 4 **Run the Pipeline Session**, the hosted, no-pitch room.
- 5 **The Room Report + 30/60-day follow-up**, handed to you to convert.

Three gates: ICP signed off → audience validated before any event spend → the Session only runs if the room is strong.

*"If the room isn't strong, it doesn't run."*

## Pricing, all-in, billed in advance

The room is bundled in: venue, catering and music are funded from one fee. No separate event costs. Founding rates are for the first three clients, in exchange for case-study rights.

OFFER	FOUNDING (FIRST 3)	STANDARD	NOTES
Single Pipeline Session	£20k all-in	£35k all-in	Room + Room Report included. Credited in full toward a programme if you start within 60 days.
Growth Programme	£70k/yr	£140k/yr	Four quarterly Sessions. Billed quarterly in advance.
Enterprise	from £150k/yr		Multiple segments, more Sessions. Bespoke.

Terms: 50% deposit on signed brief, 50% on guest-list sign-off. Your payment always clears before any event spend. If a room can't be filled to standard it rolls to the next window rather than refunds, the build work is done and banked.

## Who it's for

B2B SaaS, tech and fintech where one new client is worth **£30k+**, with a named target-account list and customers worth keeping. Company size isn't the test, deal value and reachable accounts are.

CRO

CMO

VP / Head of Marketing

Head of Demand Gen

Head of Sales

CS &amp; Retention leaders

## Built by an operator who's carried a number

Charlie Hurley, ex-enterprise AE at **Zoom**, **Agora** and **Hofy**; President's Club at Zoom; £1M+ closed. Most "event-led" approaches fail because they're built by event people. This is built by someone who's had to hit the number, and who is the host and curator of the room and the music, not a performer.

FOUNDING COHORT 2026 · LIMITED PLACES

**Book a 30-minute intro call, no pitch deck.**[calendly.com/charlie-connectthevibe/30min](https://calendly.com/charlie-connectthevibe/30min)[charlie@connectthevibe.com](mailto:charlie@connectthevibe.com)