



## The B2B Marketeers Diners Club



**THE LEELA**

PALACES HOTELS RESORTS

## The Thought Behind B2B Diners Club:

In a world of endless panels, webinars, and sales pitches, genuine conversations often get lost.

We wanted to change that. So, we created the ObserveNow B2B Diners Club — a closed-door, invite-only evening for select B2B marketers from Delhi-NCR.

No presentations, no promotions, no name tags. Just a thoughtfully crafted evening of fine dining and meaningful conversations.

## Curated By:

ObserveNow Media-

ObserveNow Media is a B2B Data Intelligence company that curates high-impact, thought leadership sessions. We specialise in organising closed-door Bespoke & Large Industry Events for our clients, connecting them to their relevant TGs and showcasing their products and services in the most efficient manner.

## The Format:

No Panels. No Presentations. No Pitches. No Promotions.

Just fine dine & great company.

We personally invited 15 senior B2B marketers from diverse industries for a relaxed evening over a 5-course meal at Leela Ambience, Gurugram.

- **Venue:** Leela Ambience, Gurugram
- **15 Top B2B** marketers
- Zero presentations, endless conversations
- **100% of attendees** requested to be invited to the next edition

## Flow of the session:

### 7:00 PM – 7:30 PM - Guest Arrivals, Pre-Networking & Welcome Drinks

Guests arrived to a warm, informal setting with light music and drinks. Early conversations set the tone for a relaxed, no-pressure evening.

### 7:30 PM – 8:00 PM - Starters Served with Icebreaker Activities

Fun, light interactive games and conversation starter tent cards placed on tables helped guests mingle and discover shared interests beyond work.

## 8:00 PM – 9:30 PM - 5-Course Fine Dining Experience

The curated meal was served course by course as conversations naturally flowed — from marketing challenges to travel stories, favourite campaigns, and future ideas. No panels, no presentations, no pitches — just great company and good food.

## 9:30 PM – 10:00 PM - Closing, Group Pictures & Parting Gifts

The evening concluded with thank you remarks, group photographs, personalised notes, and elegant gifts — leaving attendees with meaningful new connections and warm memories.

### Key Branding Elements:

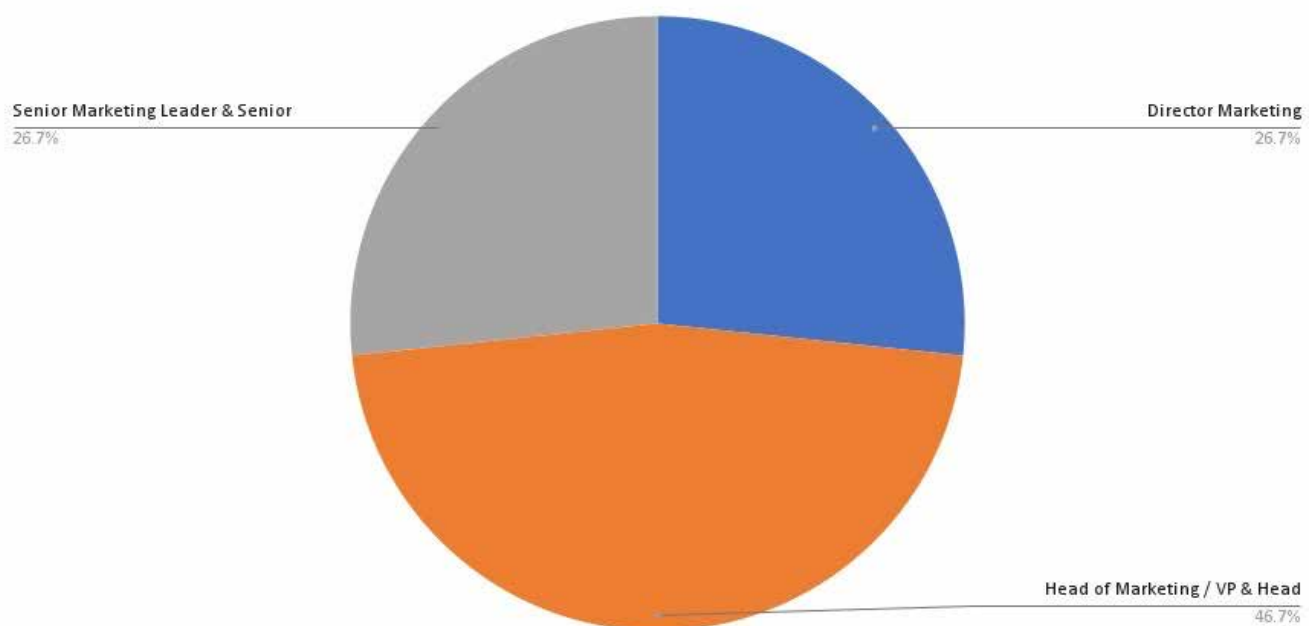
- **Curated Menus:** Custom-designed menu cards featuring the event name and a personalised welcome note for each guest.
- **QR Codes:** Discreetly placed on tables, allowing guests to scan and access the evening's highlights, menu, and upcoming events.
- **Personalised Notes:** Thoughtful, handwritten notes placed at every seat, thanking each guest personally for joining.
- **Elegant Gifts:** Carefully selected parting gifts designed to leave a lasting impression and reinforce ObserveNow's warmth.
- **Tent Cards:** Small, neatly branded tabletop tent cards placed on the dining tables — carrying conversation starters, soft brand messaging.

### Outcome:

- **New Connections Formed:** 90% of attendees engaged in meaningful, off-the-record conversations that opened doors for future collaborations.
- **100% RSVP for Next Edition:** Every attendee expressed interest in being part of future Diners Club evenings.
- **Real Industry Insights:** Unfiltered peer-to-peer discussions on market trends, growth challenges, and marketing innovation ideas.
- **High Brand Recall:** Thoughtful touches like curated menus, personalised notes, tent cards, QR codes, and elegant parting gifts reinforced ObserveNow's reputation as a premium, experience-led B2B platform.
- **Strengthened Community Building:** The evening fostered a stronger sense of camaraderie and trust among Delhi-NCR's B2B marketing leaders.

## Participating Marketeers:

- **Ms.Shikha Sharma**, Senior Marketing Leader, Amazon Web Services
- **Mr.Prateek Mathur**, Head Marketing, SAP Successfactor
- **Mr.Sanjay Chaudhary**, Head Enterprise Marketing, SAP
- **Ms.Vinny Sharma**, Director Marketing, Securonix
- **Ms.Neha Bhandari**, Associate Senior Manager Marketing, Persistent Systems
- **Mr.Madhur Dhawan**, Marketing Director, Salesforce
- **Ms.Manisha Vasdev**, Director Enterprise Marketing, Coursera
- **Ms.Preeti Neeraj**, Director of Field Marketing, Zones
- **Ms.Divyanshi Shukla**, Head of Marketing India- Software, Security, Cloud Group, Redington
- **Ms.Somina Mehrotra**, Senior Marketing Manager Enterprise, Adobe
- **Ms.Sarvagya Singh**, Senior Marketing Manager, Oracle
- **Mr. Rahul Singh**, VP& Head Marketing, SAP
- **Ms. Anju Willams**, Head of Marketing & Communication, ST Telemedia Global Data Centers
- **Mr. Abhishek Raj**, Head Of Marketing, India & South Asia, Udemy
- **Mr. Gautam Kumar Jha**, Deputy General Manager & Partner Marketing Lead, Tata Communication



## **Conclusion:**

At ObserveNow, we believe the most valuable outcomes in business aren't forged in boardrooms or over endless decks — they're built through experiences that feel personal, conversations that are genuine, and connections that go beyond titles.

The B2B Diners Club wasn't another seat at another table. It was a room filled with stories, laughter, ideas, and connections that mattered.

And what followed was proof of what we've always believed — when people connect meaningfully, ideas emerge, collaborations spark, and opportunities take shape naturally.

We don't just host events.  
We curate experiences that turn conversations into outcomes.

And this is only the beginning.



BRANDING ELEMENTS





EVENT GALLERY





EVENT GALLERY

