Q-THARTIC
EVENTS

FOR K-12 TECHNOLOGY & SOLUTIONS COMPANIES

CURATED EXECUTIVE BRIEFINGS | OVERVIEW

Put Your USP in a District Leader's Voice.

K-12 executive briefings with a district Superintendent or Chief Technology Officer (or equivalent), built to align your team, sharpen your story, and leave you with a quotable endorsement for future MarCom. Choose the format that fits your goals.

CURATED HALF-DAY SESSION

K-12 Executive Briefing, Rapid-Fire

One district Superintendent or CTO. An abbreviated, high-impact session to assess your solution and comment for future quotation and MarCom.

- **Kick-off**
  Intros, motivational keynote, company overview
- **Discussion & targeted questions**
  Solution USP, technology infrastructure, sales and marketing
- **MarCom next steps**
  Webinars, campaigns, client-facing events
- **Close & adjourn**

FOCUS: YOUR USP

CURATED FULL-DAY EXPERIENCE

One Day. One Hurdle.

One Superintendent or CTO. Your company presents and demos to the Q-thartic team and up to two district leader teams.

- **Kick-off**
  Keynote, company overview and demo
- **Discussion**
  Sales funnel, efficacy data, decision makers, tech stack, sales cycle, competitive landmines
- **Workshop**
  Tailored to your chosen hurdle
- **MarCom next steps**
  Webinars, campaigns, events
- **Dinner / team activity, close**

FOCUS: ONE PRIMARY HURDLE

CURATED 3-DAY IMMERSIVE

Three Days. Up to Three Hurdles.

Ends in an executive briefing for up to three Superintendents or CTOs. Option to record or include K-12 leaders virtually.

- **Day 1**
  Kick-off, discussion, Workshop 1, evening fun
- **Day 2**
  Workshop 2, team-building activity, evening fun
- **Day 3**
  Workshop 3, MarCom next steps, close & adjourn

FOCUS: UP TO THREE HURDLES

CHOOSE YOUR HURDLE

Full day addresses one; the 3-day immersive allows up to three.

- **Sales / Deal Flow / ROI**
- **Nurtured Relationships**
- **Marketing & Communication**
- **Operational Management**
- **Technology Ecosystem**
- **Implementation Fidelity**

WHAT YOU LEAVE WITH

- **Team & corporate alignment** – one clear story across your teams
- **Sage wisdom** – a K-12 leader validates your solutions
- **Impactful intel** – recommendations on your hurdle(s)
- **A quotable endorsement** – amplifies your use case in MarCom

YOUR HOST

Niquelle L. Cotton

Trusted Advisor & Vision Strategist

30+ years across private and public-sector markets, including Siemens and IBM (multiple Sales Excellence Awards), Compass Group, and VP of Sales & Marketing for a woman- and minority-owned technology company. Former Small Business Commissioner, Fairfax County. Certified, AASA Urban Superintendent's Academy. Partnership Liaison, Success for All; Operations Director, SisterSupes.

READY TO PUT YOUR USP IN A DISTRICT LEADER'S VOICE?

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