



# POWER OF BETTER BUSINESS

## ROUNDTABLES

Position your senior executives as experts in their field, while empowering Texas businesses.



Better Business Bureau® Foundation for Better Business and Austin Business Journal (ABJ) partnered to produce 12 **Power of Better Business Roundtable** discussions in 2025.

Led by a moderator, your company's panelists will take part in the discussion on topics that position your company as thought leaders in the topic of your choice. The BBB and ABJ teams will provide a writer, design your article in-house, record the sessions, and edit the content to use across our combined digital marketing channels, Foundation programming, and ABJ's print and web editions, with the option to expand to additional markets in Texas.

### Exclusive topic buyout

\$25,000

#### Benefits

- You fill the table with 3-5 executives and subject matter experts. You might consider inviting a guest contributor to join your team.
- You have input on the topics and questions.
- Bio and headshot of panelists within the printed section.
- Half-page, full color ad within the printed section.
- PDF of the entire article section to use for additional marketing.
- Digital placement of article on BBB and ABJ digital channels, including ABJ's BBB-branded content hub.
- Option to upgrade to additional Business Journal markets in Texas.
- Digital extension includes 80k co-branded island ads on ABJ website.
- Exclusive company branding on the first year of digital BBB course offered through Ignite sparked by BBB small business accelerator programming with an option to extend.

### Single panelist per topic

\$5,000 per panelist, minimum of 5

#### Benefits

- You will join 4 other executives and subject matter experts to discuss your topic.
- You have input on the topics and questions.
- Bio and headshot of company leader/executive within the printed section.
- PDF of the entire article section to use for additional marketing.
- Digital placement of article on BBB and ABJ digital channels, including ABJ's BBB-branded content hub.
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### Next steps

1

**Select your expert panelists** and provide name, title, high resolution photo and 50-75 word bio.

2

**Send us your company logo.** A vector file is preferred, but we will also accept a high resolution image file.

3

**Develop 2 to 3 questions you would like to include in the discussion.**

Prioritize your questions — all may not be used because of time limits.

4

**A date and time will be selected** that works for all panelists.

5

**Please send any art you would like included.** (Branding artwork, info graphics, photography, etc.)

### During the Discussion

- Conversation will be video recorded, edited for time, transcribed into an article, and distributed through BBB and ABJ digital channels
- Discussion should last no longer than 90 minutes

### After the Discussion Process and Timeline

- Content from panel will publish 4-5 weeks after the conversation
- Articles will be published on ABJ's digital and print editions, pushed to all digital media channels, and video content will be added to Foundation programming including educational courses offered through Ignite sparked by BBB small business accelerator

## 2025 topic ideas

- Business Planning and Strategy
- Financial Literacy for Business Owners
- Accessing Capital and Managing Debt
- Marketing Fundamentals
- Human Resources and Team Building
- Risk Management and Insurance
- Leveraging Technology for Growth
- Ethics and Integrity in Business
- Customer Service Excellence
- The Power of Purpose and Civic Engagement
- Legal Basics for Small Businesses
- Entrepreneurial Well-Being