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| Role | Tactic/Feature/Benefit | Value Proposition |  | Partners | Investors |
| Matchmaker |  |  |  |  |  |
|  | Executive Director Connection | Customer Service |  | X |  |
|  | Partnership Team | Relationship Support |  | X |  |
|  | Board Liaison | Relationship Support/Voice |  | X |  |
|  | Database Profile | Visibility/Access |  | X |  |
|  | Membership Directory | Access |  | X |  |
| Meeting Host |  |  |  |  |  |
|  | Hubbles | Connections/Visibility |  | X |  |
|  | Partner CEvents | Visibility, SME credibility |  | X |  |
|  | PEP Talks | Visibility, Goodwill |  | X |  |
|  | Symposium Expo | Visibility, Connections |  | X |  |
|  | Working Team | Relationships/Voice |  | X |  |
| Amplifier |  |  |  |  |  |
|  | Website Home Page | Visibility/Branding |  | X |  |
|  | Team Member Spotlight | Visibility/Relationship Connections |  | X |  |
|  | Email/Eblast Connections | Visibility/Access |  | X |  |
|  | Learning Hub Ad | Visibility |  |  |  |
|  | Social Media Connect | Goodwill |  |  |  |
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| Leadership Development |  |  |  |  |  |
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| Community |  |  |  |  |  |
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| Advocacy |  |  |  |  |  |
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