

***GET INVOLVED* WITH THE . . .**  
**7X24 EXCHANGE**  
**SOUTHERN CALIFORNIA CHAPTER**

*A Professional Non-Profit Mission Critical /  
Telecommunications / IT Industry  
International Networking Organization*



BUSINESS TRANSFORMATION, ECOMMERCE, DIGITAL MARKETING

**CHOOSE THE 7X24 EXCHANGE SOCAL CHAPTER...**  
**VALUE ADD ~ WE'RE GROWING !!**

*7x24 Exchange International is the leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures. 7x24 Exchange's goal is to improve end-to-end infrastructure reliability by promoting dialogue among these groups.*

**7x24 Exchange SoCal Chapter Growth Highlights:**

- Multiplying **contact databases**; broadening **geographic coverage**
  - Corps targeted: **Regional Presence + High Consuming / High Revenue**
  - Talent refresh plans: **Younger, Startups, Vertical Sectors, Media Top-Ranked**
- Overhauling/expanding **services & communications, member engagement & retention opportunities**
  - **Knowledge Base** with trends, best practices, white papers, standards
  - **Career Center** with recruitment, teaching, mentoring
  - **Sponsorship** platforms customizable, value-adding



# BUSINESS TRANSFORMATION, ECOMMERCE, DIGITAL MARKETING

## Design

Critical facilities & infrastructure A/Es, research/tech, standards

## Construct

Constructors & PM of mission critical facilities & infrastructures

## Maintain

Maintainers, equipment manufacturers, vendors & suppliers, connectivity / utility providers

## Operate

Company Facility Operators, compliance, regulatory

## Occupy

CIOs, CTOs, enterprise, capital and financial partners, IT Hardware and Accessories

## \_aaS

\_ as a and related Service Providers

## Advise

Consultants, expeditors

## Career

Careers, employment, resumes, licensure, authorities having jurisdiction (AHJ), continuing education (C.Ed.)

## Publish






Media, accreditors, industry and event reporters

# EXPANDED KNOWLEDGE BASE FRAMEWORK

*7x24 Exchange International is the leading knowledge exchange for those who **design, build, operate & occupy** mission-critical enterprise information infrastructures.*

**7x24 Ex SoCal** SM Channels:

## External (public, members/contacts)

-   Twitter ([Lists](#))
-   [LI Group](#) & [Company Page](#)
-   [Instagram](#)
-   [Facebook](#)
-   [YouTube](#)

## Internal (members, contacts)

- Knowledge Base, Newsletters
- Forums, (Member-Member) Chat
- Events (Calendar)



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## REFRESHED **MEMBER-BASE** – 7X24 EX SOCAL

- ✓ 2017 *BuiltnLA* **50 LA Startups to Watch** [Founders]
- ✓ 2016 *Forbes* **Top 30 Under 30** [Consumer- & Enterprise-Tech, MFRG, Energy...]
- ✓ 2016 **Top 50 Predicted LA Tech Start-Ups to Follow** [\$3.2B 2015, \$4B 2017]
- ✓ 2016 *BuiltnLA* **50 Influential People in LA Tech to Follow on Twitter**
- ✓ 2016 *Hospital Review* **100 Hospital and Health System CIOs to Know**
- ✓ 2015 *InformationWeek* **Elite 100 Winners**
- ✓ 2015 *Huffington Post* **Top 100 Most Social CIOs on Twitter**
- ✓ Rolling *LinkedIn* **Top ±25\*** (LA, SD) **CIOs | CTOs | CEOs** (\*100 ~LI \$subscription)
- ✓ 2016 Industry **predicted vertical markets**
  - Technology, gaming, entertainment, transportation, healthcare, security, sports
- ✓ ...as well as Industry **historical consistent performers**
  - Academic, EMS, legal, healthcare, agriculture & manufacturing

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## DRIVING **MARKETING EXPOSURE** - 7X24 EX SOCIAL

*Proposed Target Vehicles to Increase **PRESENCE***

Venues: **Go to the users . . .**

- Coworkers, Incubators, Startup Dojos, Accelerators, Funders, Media Houses
  - Cross Campus, AmplifyLA, AngelList, TechStars, BuiltnLA

Alignments: **Vest & sustain contributions and interactions**

- **Groups**: LA Data Science, Meetup, Silicon Beach LA, Forums & LIs
- **Causes**: charities, empowerment, consumer adv., careers, mentoring, C.ed

Publicity: **Network, Media, Industry, Region**

- 7x24's +National, WA CRM + their contacts, SM channels
- Tech, telecomm, IT, energy, industry periodicals (ie: DCD, EnR, IEEE, etc.)
- Regional businesses, academia, suppliers, O&M, regulatory

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*TRACKING* (UPDATED 6.11.17)

## MEMBERSHIP METRICS – 7X24 EX SOCAL

### Pre-July 2015

- **Total Contacts: 929**
  - Bad Emails, Doubles: ±175
  - **Non-Vendors: ±500**
- **Total Members: ±143**
  - Non-Vendors: 23
- **LinkedIn Group: ±180**
  - < 1,261 profiles to update

### Post-July 2015

- **Total Contacts: >5,597**
  - Bad Emails: ±70 !!!
  - **Non-Vendors: ±3,864**
- **Total Members: 438**
  - Non-Vendors: 69
- **LinkedIn Group: 762**
  - >4,000 Invitations *Pending*

### % + or (-) [#]

- +502% [+4,668]**  
Now < 0.013% !  
**+673% [+3,364]**
- +206% [+295]**  
**+200% [+46]**
- +323% [+582]**  
**250 Non-Vendors**

