

[IGNACIO]

Executive brochure

The decisions that matter happen in intimate conversations, not in crowded rooms. I design those conversations.

I design executive conversations in Bogotá: small tables, curated guests, zero pitch, and a synthesis your team can use the next day.

Ignacio Salcedo

Executive B2B host · Bogotá

cal.com/isalcedo · ignacio@isalcedo.com · +57 350 493 2855

No pitch

Trust is designed, not declared

For the guest

Carefully selected guests. Pitch-free conversations. A table designed so everyone has a real reason to be there.

For the hosting brand

The hard part is not getting a reply to an email. It is getting a decision-maker to give you two hours of attention without feeling they walked into a sales meeting. The brand is not buying a stage or a lead list: it joins a relevant conversation with accounts and roles agreed before outreach. I prepare that conversation and a natural reason to talk again; your team converts with context and with the guest's permission.

Formats

Experiences with their own name and promise

Each format has a distinct size, intent, and outcome. None is a generic event.

In-person • Manual curation • Moderation included

6 to 8 guests **Most requested**

Private B2B dinners

Premium, curated, moderated gatherings for decision-makers and key guests at private venues in Bogotá. 6 to 8 people: the magic number.

Real relationships with decision-makers in a premium context.

8 to 14 leaders

Executive roundtables

Conversation tables around a strategic topic. Curation by relevance, not logos.

Peer dialogue, not a sales stage.

Voice or host

Masterclasses and knowledge events

The brand's knowledge delivered as a class by a credible external voice, or led by a host who presents the speakers and holds the tone.

The company's expertise lands as learning, not a pitch.

Internal teams

Executive workshops

Communication, leadership, and trust experiences for teams that need real alignment.

Alignment and trust within the team.

My work from USD 1,500 (private table for 6–8): topic, curation and outreach, moderation, and synthesis. Venue, food, and production are quoted separately at vendor cost. That block is usually the most variable (often

comparable to or higher than my fee, depending on the place). We approve budgets open-book: before you commit, you see the exact itemized total. How to justify it internally: against months of cold outreach or a trade-show stand, you invest in a two-hour conversation with agreed profiles, with a clear amount from the start.

Method

How it works

Your team already knows how to sell. I prepare a conversation worth showing up for. We agree roles and accounts before outreach: if a confirmed profile does not show, I discount the invoice or replace them at a later table, whichever you prefer. What your team does receive is the synthesis with context and the continuities the guest authorized. I do not promise closings, because those depend on your team and each account's timing.

7 clear steps · Lists you approve · Live moderation

1. **Strategy.** We define the topic, guest profile, and the brand's strategic intent together.
Shared clarity before inviting anyone.
2. **Guest profile.** We agree on the ideal decision-maker: role, sector, complementarity.
Only decision-makers who fit the topic.
3. **Curation.** **Differentiator** I build the list by relevance and conversation quality, not logos.
The room is built by relevance, not volume.
4. **Invitations.** I design careful outreach, application-only when appropriate.
Outreach that filters and elevates the tone.
5. **Venue and experience.** I select a private space (in Bogotá or in the city of the project) and care for table details that communicate intent.
A space that communicates intent from the table up.
6. **Facilitation.** I moderate live, include quieter voices, and protect tone so the brand is present and achieves its purpose.
The brand present, without monopolizing the conversation.
7. **Synthesis and follow-up.** After the table, I deliver a curated synthesis that returns value to participants and offers a legitimate reason to resume the conversation.
Continuity with context, respecting the guest's willingness.

30 minutes to review objective, format, and minimum investment. If it is not a fit, we will know on that same call.

Who it's for

Two audiences, one standard of care

Company or sponsor

- Access to the right people, not volume
- Brand authority without sounding like a seller
- Premium format that doesn't feel like a webinar or generic cocktail
- A host who reads the room and protects quality

Executive guest

- Interesting conversation with peers at their level
- Zero commercial pressure
- Good judgment in table selection
- A private place and a clear reason to attend

I work especially in fintech, SaaS, professional services, legal, and product and engineering teams: that is where I already have network and convening judgment. If your sector is not listed, on the call we check whether I can gather the roles you need. If it is not viable, I say so clearly on that same call.

B2B tech • Fintech • SaaS • Professional services • Venture • Legal • Compliance • Product • Engineering

Frequently asked questions

Before the first call

Is this a sales event?

No. The hosting brand proposes the topic and participates in the conversation, but the format is not designed as a pitch. Trust is protected because the guest must feel their time was respected.

Who invites?

Ignacio defines the ideal profile with the company and then curates the list by relevance, complementarity, and conversation quality.

What is the ideal size?

It depends on the goal: a private dinner runs 6 to 8 guests (the magic number), a roundtable 8 to 14, and a masterclass or knowledge event can grow if curation and conversation are preserved.

What is the investment?

My work starts at USD 1,500 for a private table of 6 to 8 people: topic, curation and outreach, moderation, and synthesis. Venue, food, and production are quoted separately at vendor cost. We approve budgets open-book: before you commit, you see the exact itemized total. The amount rises with size, venue, and how hard the target roles are to convene. On the initial call we confirm fit and range.

What does Ignacio do personally?

Topic strategy, profile curation, experience design, and live facilitation. His presence is part of the product, not decoration.

What happens after the event?

I deliver a curated synthesis of the conversation to every guest, including those who couldn't attend. It returns value to participants and offers a legitimate reason to resume the conversation, always respecting their willingness.

How do we know it worked?

Before starting we agree how to evaluate the table: attending profiles, conversation quality, participation, and conversations guests accept continuing. We measure what happens by the guest's own choice, not by pressure. I do not promise closings: I create the context so your commercial team can continue the relationship.

What types of companies fit?

I work especially with B2B tech, fintech, SaaS, professional services, venture, legal, compliance, product, and engineering: that is where I already have network and convening judgment. If your sector is not listed, on the call we check whether I can gather the roles you need. If it is not viable, I say so clearly on that same call.

Do you only work in Bogotá?

Bogotá is my base and where I work most today, because the value is knowing personally whom I invite. If you need the table in another city, we can evaluate it: I will tell you frankly whether I can convene there to the same standard, because without that the table does not work. What we evaluate is network, travel, and logistics.

Do you do virtual events?

Not as a core product. The offer is in-person, and that is the advantage.

Let's talk

Let's design the conversation your company needs

30 minutes to review objective, format, and full investment total. Before we start we agree how to evaluate the table: profiles, conversation quality, and authorized continuities. If it is not a fit, we will know on that same call.

Contact

WhatsApp

+57 350 493 2855

Schedule

cal.com/isalcedo

Email

ignacio@isalcedo.com

Web

isalcedo.com/en

Networks

LinkedIn

linkedin.com/in/ignacio-salcedo

Instagram

@ignacio__salcedo

Stripe Bogotá

@stripe_comm_colombia

Ignacio Salcedo · Executive B2B host in Bogotá. Roundtables, private dinners, masterclasses and knowledge events. In-person. No pitch.