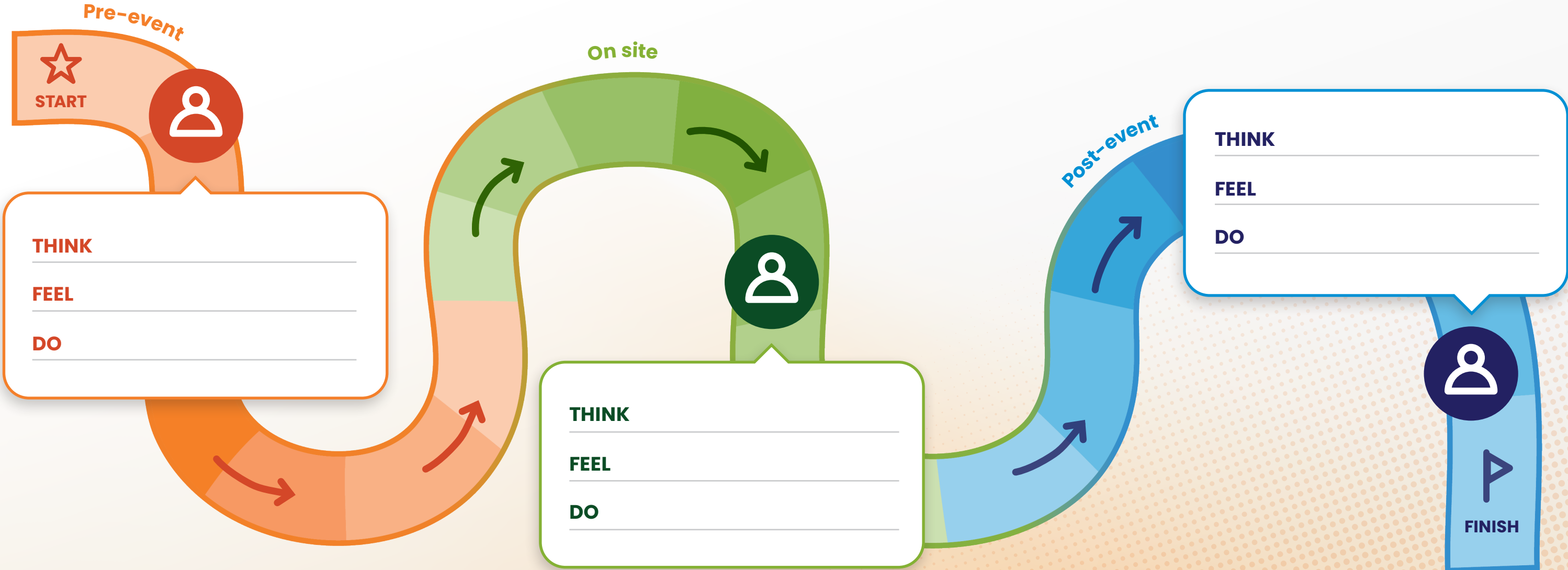


Attendee journey mapping based on think/feel/do



Event inclusions thought starters

- > Keynote speaker
- > Structured networking
- > Live music and dancing
- > Menu selection
- > Demos
- > Side meetings
- > Expo floor activations
- > Expo floor reception
- > Networking with employees
- > Local sights
- > Lounges
- > Wellness program
- > Peer-to-peer mentoring
- > Sponsored sessions
- > Hands-on labs
- > Big name speaker
- > Brand activations
- > Q&A sessions
- > First-timers' reception
- > Welcome reception
- > Learning labs
- > Big name entertainment
- > Industry news
- > Women in tech reception
- > Final night party
- > Instructor-led labs
- > Giveaways/swag