



2022

AGENDA

A 6Connex Event Tech Summit

CREATE NEW EXPERIENCES

## Day 1 | March 9, 2022

Starting at 10 AM US Central Time – Open to the Public

**10:00 – 10:30 AM: Welcome + Event Industry Trends & Direction** with Ruben Castano – CEO, 6Connex and Geoff Wellen – Chief Customer Officer, 6Connex

**10:30 – 11:00 AM: Transforming Events Through Technology** with Henry Tran – CTO, 6Connex and Joanna Kapton – Head of Event Technology Product, 6Connex

Transforming Events Through Technology will take a look at the importance of tech and how it has made an impact in the events industry.

**11:00 – 11:30 AM: Community Engagement in Professional Sports** with Dan August – Vice President of Strategy & Ticketing, LA Rams

Find out how the Los Angeles Rams will leverage virtual engagement to connect further with their fan base.

**11:30 – 11:45 AM: Q&A** with Dan August of the LA Rams

AMA about the LA Rams fantastic season that led to the World Championship!

**11:30 AM: Partner Hall is Open**

Meet freely with the speakers, event specialists, and 6Connex partners. Find out how to deliver the latest and most exciting engagement opportunities at your in-person, hybrid, and virtual events.

**12:00 – 12:30 PM: Virtual Brown Bag Lunch** with Michael Chance – Program Visionary, 6Connex and 40 Under 40 on the 2022 BizBash List

See great examples of successful events from 6Connex clients all around the globe. Gain fresh event perspectives and ideas following the expertise of 6Connex Program Visionary.

**12:30 – 1:30 PM: Events that Engage** with Michela Noviello – Director of Brand Experiences, BizBash

Listen from an expert on how she designs and plans events to drive goals and objectives through engaging and enchanting attendees.

**1:30 – 2:00 PM: Networking Sessions – Join a networking session on your favorite topic.**

**ROE: Return on Engagement** – Discuss what other event professionals are doing to drive meaningful engagement with attendees. Led by: Charlie Litchfield – Associate Director, Touch Associates

**Navigating Hybrid Events** – Led by: Laura Kinsella, Director of Global Events for vStream Health

**2:00 PM: Live DJ in the Lounge** – Pick your favorite songs and come have fun with DJ Keelez!

## Day 2 | March 10, 2022

Starting at 10 AM US Central Time – By Invitation Only

**10:00 – 10:30 AM: Welcome + 6Connex Innovation** with Henry Tran – CTO, 6Connex

Find out all the tools needed to design truly engaging events leveraging your event platform partner.

**10:30 – 11:00 AM: Customer Presentation with Johnson & Johnson: A Global Deployment Use Case** with Jay Kottler – Senior Manager User Experience, Johnson & Johnson

A journey through the challenge, goals, planning process, partner selection, execution, event results, and more.

**10:30 – 11:00 AM: Customer Presentation with KPMG: B2B Use Case** with Jade Gulash, Marketing Director, Regions West, and Vicki Ng, Associate Marketing Director, Regions East, KPMG Canada

Emerging from the depths of their recent virtual event, Current, a summit for Canadian business leaders and executives, two regional marketing directors at KPMG in Canada will share their virtual event planning experience. See how they integrated an interactive web experience into the 6Connex virtual platform, hear how they navigated when protests in Ottawa disrupted their plans, and discover their strategy to intentionally measure and build relationships with their clients.

**11:00 – 11:45 AM: Hybrid Events Do's and Don'ts with 6Connex Team & Partners** – Led by: Adam Rosen – Associate Vice President of Cultural Relations and University Events, University of Southern California, and Mike Sokoloff – Sr. Account Executive, 6Connex

Hear from the organization that orchestrated the largest hybrid event in 2021 as they share learnings and insights from their very successful and highly attended 2021 USC Commencement Ceremony.

**11:45 AM: Partner Hall is Open**

Meet with the speakers, event specialists, and 6Connex partners. Find out how to deliver the latest and most exciting engagement opportunities at your in-person, hybrid, and virtual events.

**12:00 – 12:30 PM: Networking Sessions** – Join a networking session on your favorite topic.

**6Connex Success Team** – Meet the 6Connex Success team and take a peek at the inner workings of the 6Connex Customer Success program. Led by: Stephanie Lewis and Dee Hayer

**6Connex Technology & Solutions Teams** – Discuss and suggest innovative ideas directly with our Tech and Solutions teams. Led by: Henry Tran and Joakim Jonsson

**12:30 PM: Live DJ in the Lounge** – Pick your favorite songs and come have fun with DJ Keelez!