6CONNEX

Smart Tips:
Building your agenda

Your agenda isn't just about the timing of topics and speakers. Make your agenda work for you by keeping in mind these tips.

Before you schedule sessions, review your expectations

How much time can you reasonably expect your audience to spend at your event? How many sessions do you expect them to watch? Do you expect them to visit sponsor booths? Do you expect attendees to seek out peers or engage with reps or product experts?

generic logo company

Virtual Conference Program Agenda
August 15, 2020

Thank you for your interest in the Virtual Conference for Generic Logo Company. We have a great line-up of speakers and events throughout the day.

You can enjoy keynotes and breakout sessions in the main stage auditorium, learn more about great solutions from our product partners in the exhibit hall and ask questions of our experts in the networking lounge. And don't forget, the virtual conference is a great way to make new connections at any time through 1:1 sand small group chats.

Please browse the agenda and mark your calendar. We look forward to connecting with your during the conference!

Time	Room	Session/Activity Details
7:30 am		**Environment Opens** Meet your peers, plan your day and get comfortable with the environment.
8:15-8:55 am	Auditorium	**Opening Keynote** *Speaker: John Williams, CEO* Join John to hear Generic Logo Company's strategic vision
9:00-9:40 am	Auditorium	**Partner Program Review** *Speaker: Susan Jane, VP Channels* Susan will share new incentives and opportunities for our partners
9:40-10:15 am	Exhibit Hall	**Sponsor Giveaways** Get to know our sponsors and the complementary solutions they offer Generic Logo Company's customers; enter a prize drawing at each booth!
10:20-11:00 am	Auditorium	**The Roadmap** *Speaker: Robert Johnson, CTO* Want to know what's on our to-do list? Join Robert to review the roadmap.
11:05-11:30	Networking Lounge	**Technical Q&A** *Moderator: Dan Newson, VP Product Engineering* Bring your technical questions to this moderated chat session
11:35 am-12:20 pm	Sponsor Stage	**Sponsor Sessions** Learn from the experts at our Platform Sponsors, Dundee Corp, and Jay Inc., with live webcast sessions on the sponsor stage
12:30-1:10 om	Auditorium	**Closing Session** *Speaker: John Williams, CEO* Join John to wrap up the day
1:30 pm		**Program Closes**

Now think about what you want them to do

Attend sessions, ask questions, connect with each other, connect with sponsors? What actions can attendees take that will help you meet your overall program goals?

Your agenda should reflect all of the above, giving attendees the opportunity to engage in different activities throughout the day and making the most of the virtual platform.

► Keep your content sessions under an hour, ideally closer to 45 minutes. Be sure to build in time for Q&A.

► Schedule breaks between sessions, even if it's only 5 minutes. Everyone needs a little transition time.

► During longer breaks, tell attendees what you want them to do, whether that's network with peers, visit sponsor booths or browse the resource library.

► Keep the day's full agenda in the main auditorium listing. Include a specific time to "visit the exhibit hall" or "join the moderated chat" for example. Remember to make it easy for attendees by linking directly to the specified room or space.

► Plan your most critical content for the start of the day, when your attendees are fresh and average attendance is at it's highest.

► Encourage attendees to stay longer — or to come back if they've left — by closing out your program with a high-value session.

Bonus Tip

Plan your broadcast messages in advance of the live day; use messages liberally to engage attendees and direct them around your virtual environment.

Have Questions? Please call 1.800.395.4702 or email us at sales@6connex.com