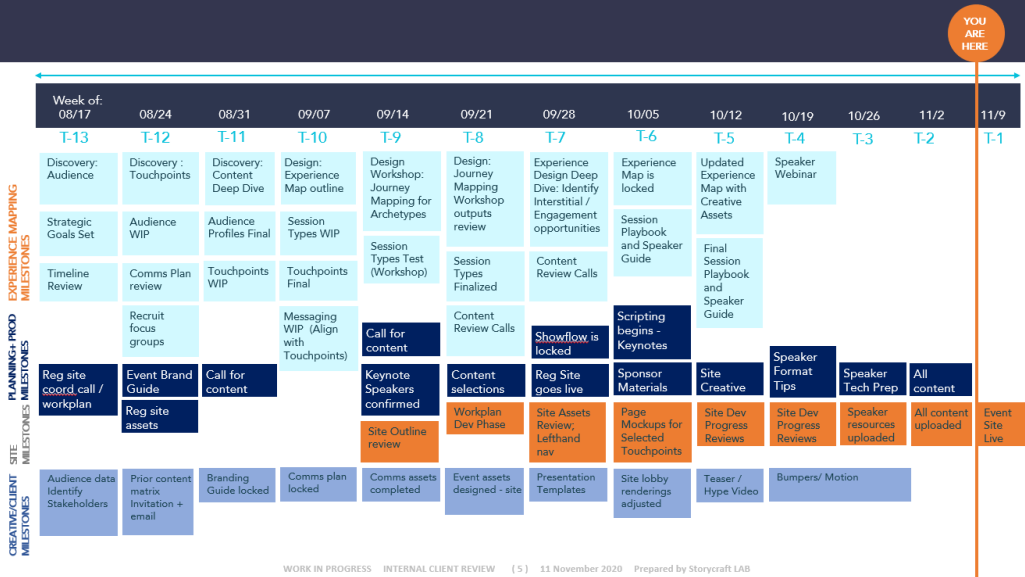


C200 Annual Conference Case Study

Engagement Strategy

Virtual Event Project Plan for C-200



Storycraft Lab was brought on board to support the content and audience engagement strategy for this event.

We ran weekly workshops to deep dive into journey mapping and created a comprehensive experience map document that helped to align a variety of stakeholders, team members and partners.

Our role extended from Strategy into Creative and as the project progressed we assisted with motion content as well as workshop delivery.

HELLO THERE!



We're so excited you'll be joining us for the Journey Mapping Workshop in this interactive session we'll collaboratively create our 2020 Annual Conference - REIMAGINE 2020.

This Pre-read document contains an overview of what to expect and arrive prepared to get creative.

In the following pages, you will find:

- Workshop Agenda
- 'Leadership Lens' Profile Tool
- The Experience Map canvas
- Reflection Questions

If you have any questions in response to this pre-read please feel free to reach out to Naomi.Clares@storycraftlab.com

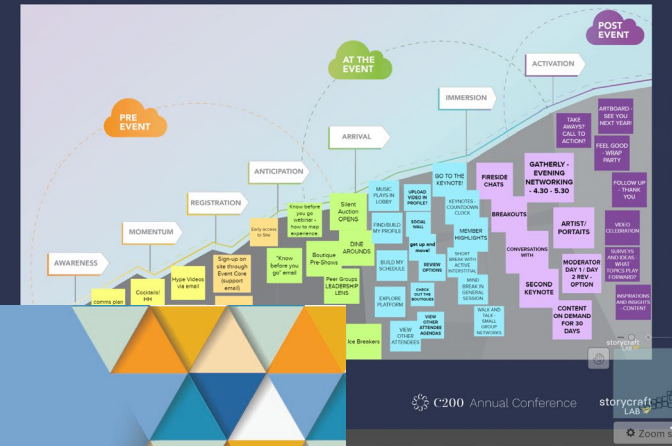


REIMAGINE 2020

AUDIENCE PROFILES

- The Entrepreneur**
 - Seeks to make new business opportunities
 - Looks for the pain
 - Strong connector, finds others who may be interested
 - Looks for ways to connect through community
- The Corporate Leader**
 - Thinks with strategy and collaboration
 - Creates memorable events based on data
 - Thinks long term, measuring the corporate value and uses their experiences to guide their decisions
 - Looks for quality and thoughtful direction
- The Portfolio Leader + Emeritus**
 - Seeks quality, thoughtful, experiential opportunities to create a lasting impact and increase their value
 - Seeks access as more than just a name on a list
 - Seeks profiles far afield, reaching outside of the boardroom
 - Seeks quality and creative ways to get the story
- The Pipeline Member**
 - Has a long career, measuring the corporate value and uses their experiences to guide their decisions
 - Thinks long term, measuring the corporate value and uses their experiences to guide their decisions
 - Looks for quality and thoughtful direction

WHAT ARE THE TOUCHPOINTS?



REIMAGINE 2020

C200 Annual Conference

AGENDA | Sept 16th, 3-5pm EST

- ▶ **Welcome and Introductions** (20mins)
Tell us about a recent REIMAGINE moment and how it inspired you. Which Leadership Lens did you select for today's workshop?
- ▶ **Experience Strategy Overview** (20mins)
- Touchpoints and Audience Journeys
- Event Approach and Outline
- ▶ **Journey Mapping Workshop** (65min)
- MURAL introduction (5min)
- Arrival and Welcome (15min)
- Break (5min)
- Connection (15min)
- Content (15min)
- Conversations (15min)
- ▶ **Review and Q&A** (10 mins)

to chart a variety of experiences and ideate an inclusive engagement mix across a series of touchpoints.

Come ready to get creative with a second screen for this interactive workshop!

Agenda and pre-read will be provided one week prior.

C200 Annual Conference Case Study

Engaging Attendees – Focus Groups during development

REIMAGINE 2020
Annual Conference

IMAGINE YOUR IDEAL JOURNEY
What sessions are you drawn to?
What would make this experience a success?
What are you most excited about?

LEADERSHIP LENSES

- The Activator**
 - Strives to create new business opportunities
 - Lives for the pitch
 - Strong connector; finds allies on way to success
 - Leads confidently through uncertainty
- The Architect**
 - Thrives with strategy and organization
 - Creates measurable results based on data
 - Take the "long view" ascending the corporate ladder and use their experience to guide them
 - Leads with stability and thoughtful direction
- The Educator**
 - Wants to use their knowledge to create a lasting impact on the world
 - Thoughtful, empathetic leadership aligns with their core values
 - Sees success as more than just capital gains or "winning"
 - Strong mentors in- and outside of the boardroom
- The Explorer**
 - Have the knowledge to reach their goals but know that there is always more to learn
 - Driven, hard-working and results oriented
 - Not afraid to take the path less travelled or a detour in order to discover game-changing ideas
 - Will share the glory with their teams and they don't seek to be in the spotlight

ARRIVAL
Provide Pre-Read work to help create connections
Welcome, Opening
Navigation
most navigation and agenda teasers should happen BEFORE THE FIRST DAY

CONTENT
Thought Leadership
Speakers
Breakouts
Round Tables
Bite Size Sessions
Workshop

CONNECTION
Opening & Closing Keynotes
KEYNOTE TOPICS:
How has your business changed?
Inspiring Futures
Keynote - advantage from change
Female Ambassadors
Social Events
Community
SPEAKER IDEAS
Keynotes
Networking, Mentoring
Fireside Chats

CONVERSATION
Networking, Mentoring
Fireside Chats

Session Ideas:
 - Women's Issues as Topics
 - Digital World & Digital Strategy
 - Share Perspective/vulnerability
 - What is meaningful networking / connection?
 - Janne - TONE of connection will be critical
 - "Buddy" / Guide system
 - Connection guide
 - What can become the connection memento?
 - Connecting times: support productive meetings
 - Badges/pins /signifiers
 - Connecting Groups by region, business type, career stage, etc.
 - Curated connections based on... tracks?
 - Provide goals/mission in attendee profile
 - Create fun moments where members laugh together
 - Product Showcases
 - Serendipity encounters vs topic-focused conversation!
 - Dine-Around
 - Cocktails and conversations
 - Lunch around
 - Small group connections
 - Space for notes in conference directory?
 - Connect with you because...
 - and then some birds of a feather content connections
 - Let's put our hair down, laughter instead of thinking!
 - Find ways to have serendipitous connections - dine arounds

One of the innovations this group took was to run an audience facing focus group to get input from attendees about what they needed and wanted the event to be.

C200 Annual Conference Case Study

Engaging Attendees – Profiles tool

Annual Conference



The Activator

The Activator does "more than anyone thinks possible". They strive to create new business opportunities, inspire people and "live for the pitch". Building strong and meaningful relationships comes naturally to them on their quest for success. They know that in order to succeed, they will need strong allies at their side to further ignite their energy and avoid getting locked into a monotonous routine.

You will find them actively engaging in brainstorm and hands-on workshops, and making new connections at conference social events. With an incredible drive towards pursuit of a vision and an uncanny ability to creatively problem solve, they can adapt to ever changing environments and lead their team confidently through uncertain terrain.

*Quote: John Doerr

WANTS

- Prefers variety in learning formats, opportunities to experiment
- Loves to hear inspiring success stories that they can learn from
- Forums to share opinions on topics they are passionate about
- Celebrates diversity of opinions, perspectives, energetic debate

GOALS FOR EVENT

- Relationship building with potential partners
- Increased visibility as industry leader
- New Opportunities for Growth (for product, service or sales)
- An experience they can shape to meet their unique needs (ownership of experience)



Annual Conference



The Architect

The Architect builds an environment that is based on strategy and organization. This helps them create measurable results and make robust, pragmatic decisions based on data. Experience and knowledge are something The Architect holds dear. They are not afraid to learn from others and build teams of detail driven, accomplished professionals.

With an incredible work ethic, they often take the 'long view' toward growth as they use experience to guide themselves and their organizations to each considered next step. They lead with stability and thoughtful direction and expect measurable results and excellence.

The Architect appreciates inspiring keynotes that provide thought leadership and insights they can apply in their organizations. You will find them most engaged in high level, closed conversations, sharing their experiences at roundtables and connecting with friends at networking sessions.

WANTS

- Appreciates a clear agenda
- Likes content tailored to their needs (curated tracks welcome)
- Attends to meet like-minded people and share experiences
- Fan of short sessions with a lot of content (ROI of time)

GOALS FOR EVENT

- Relationship building with trusted confidantes
- Access to cutting edge ideas and innovative content
- Actionable insights and scenario thinking
- A bespoke experience that demonstrates attention to their needs/desires



This event is for female leaders – so the profile tools created leant on leadership styles and provided a lens through which attendees could curate their experience.

Annual Conference



As you plan your journey...

...consider these questions:

How do you like to engage with content?

Do you like to actively engage or are content with taking a listening role?

What type of experience at you consider successful?

What is your engagement comfort zone?



Annual Conference



The Explorer

The Explorer's superpower is knowing that they have the knowledge to reach their goals but being aware that there is always more to learn from untested waters. Uncovering the next game-changing idea can happen anywhere and therefore they are not afraid to take the path less travelled or venture out on a detour in order to discover it.

The Explorer's outgoing personality is built on positivity and hope. They are driven, hard-working and results oriented and will share glory with their teams. They don't seek to be in the spotlight but do consider how to grow those around them. They seek to create strong connections that will turn into successful and lasting collaborations, as success for them is based on both sides creating meaningful outcomes ('Win/Win').

You will find them at brainstorm, keynotes and absorbing insights from fireside chats where they will take the role of the active listener and thoughtfully engage when they feel like they have a unique viewpoint to share.

WANTS

- Thought-provoking content
- Space for thoughtful networking
- Understands and works with different needs of team members
- Likes to choose their own adventure

GOALS FOR EVENT

- Meeting their next creative collaborator
- Professional development opportunities
- Gathering new ideas and advice that will benefit them in their day-to-day work life



Annual Conference



The Educator

The Educator aims for more than just business success. They have achieved great things and now want to use their knowledge to create a lasting impact on the world and the leadership community. Thoughtful, empathetic leadership aligns with their core values as they see success as more than just capital gains or 'winning'.

Growing teams, nurturing talent and sharing the lessons they have learned is how they bring their considerable value to bear. They understand the nuances of leadership and provide a steadfast support for other women succeeding as leaders.

The Educator is a strong mentor in and outside of the boardroom or the C-Suite. They will be engaged in mentoring the next generation(s) and supportive of other women achieving their goals. They are a strong guiding force and will attend small group sessions where they create meaningful connections with their colleagues, helping to further broader connections within the industry.

WANTS

- Thought provoking talks and a
- A sense of creating valuable experiences for the group
- Active listener who brings positive energy to group settings
- Would love opportunities to lead or facilitate
- Prefers a flexible agenda that allows them to learn at their own pace and making time for quick meetings with friends/mentees

GOALS FOR EVENT

- Time to re-connect with dear friends
- Involvement in leading components of the conference
- Time for 'me' A gift to myself

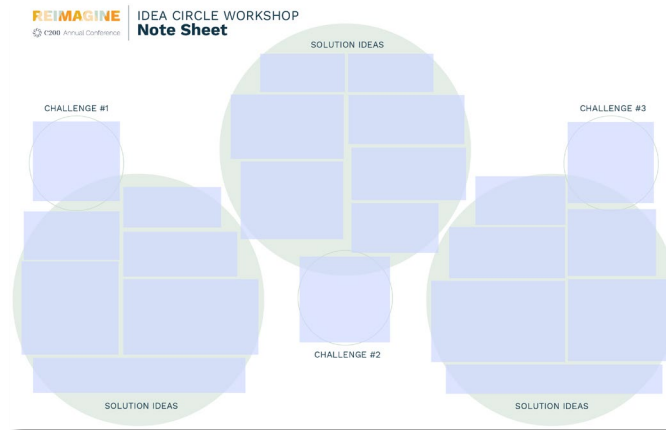


C200 Annual Conference Case Study

Engaging Attendees – Playbooks and Materials

Content engagement sessions were designed with audience profiles in mind and provided a variety of ways to connect with others.

All workshops included supporting materials to easily capture the discussion outputs.



C200 Annual Conference

Conversations and Connection

There are many ways that you can connect with your fellow members and the thought-provoking and inspiring content provided for you at C200. These Conversation formats are large group gathers where we will be inspired by the leadership perspectives of featured speakers and fellow C200 members.



INSPIRING KEYNOTES
General Session speakers open and close the event each day.



FIRESIDE CHATS
Listen to Featured Speakers Engaging around a Curated Topic of Shared Expertise.



C200 Annual Conference

CONVERSATION AND CONNECTIONS

Workshops

This year we are offering a variety of engaging formats that allow you to craft your customized conference experience based upon your preferences. The workshops are highly interactive and offer a variety of ways to engage and connect with fellow members.



CONVERSATION CAFÉ
Focus Group Tables Consider Timely Topics



GOOD QUESTIONS
Q&A Deep dive with Subject Matter Experts



IDEA CIRCLES
Access the Connected Power of C200 Members



SPARK SESSIONS
Innovative Ideation Session Capturing Best Practices



C200 Annual Conference

CONVERSATION AND CONNECTIONS

Meaningful Connections

Small groups connections can foster relationships that will sustain throughout our careers. At REIMAGINE you can join small groups connecting around a variety of topics.



WALK & TALK
Bring a question or contribute as a thought partner in these screen-optional discussions.



MENTORING
Share or benefit from voices of experience as you consider professional growth.



BUSINESS CONNECTIONS
Come to talk shop and discuss win-win ways of working together.

Last but not least - there's nothing like **connection through fun, shared experiences!**



BOUTIQUES
Make a date to shop with your friends!



CONNECTIONS LOUNGE
The lounge allows you to gather with old friends and meet new friends too!



C200 Annual Conference Case Study

Empowering Engagement –Session Guides

Each session type included guides for attendees and speakers so that the group could plan ahead and understand the session flow.



Annual Conference

PLANNING CONSIDERATIONS

Spark Sessions



BREAKOUTS WITHIN THIS WORKSHOP TYPE
On Being a Woman; OK, Boomer

How it Works
This is an observation-based discussion where the host invites participants to share interesting and inspiring ideas that they've seen, and the group discusses ideas that are sparked in response.

Three topics all within the same general theme will be opened up for discussion for 15 min each. Attendees voice their observations and ideas to the group while ideas are captured in MURAL by a facilitator. The session will conclude with a discussion about how ideas might be applied in practice.

What is Needed
Ahead of the session a representative will reach out to three of the attendees, and will ask that they be the first designated audience respondent for each spark topic, to help to start the flow of the discussion.


A MURAL board will be created in order to take visual notes and capture insights. Click this link for an example of a Spark Session MURAL.

Following the session, a link to the MURAL pdf will be shared as a takeaway.

Annual Conference

PLANNING CONSIDERATIONS

Good Questions



BREAKOUTS WITHIN THIS WORKSHOP TYPE
Architecting Newness; Tactics for Entrepreneurial Growth; Goodbye, 2020!

How it Works
Participants are encouraged to ask positive questions of subject matter experts. The intent of this active format is to develop a collaborative understanding of important topics through a process of inquiry.

The subject matter expert answers a pre-determined question posed by the host. Then, the audience is encouraged to submit follow-up questions through the chat. The Host will select a question and ask the member to unmute themselves to pose the question. This format repeats until it is time to bring in the next expert.

What is Needed
The initial questions for the subject matter expert will be determined in advance by the host and representatives.

A facilitator/volunteer will field the chat and capture questions that are submitted. The good questions from the session will be shared with the group after the session, and SME's are able to follow up to respond to questions that they were unable to address in the workshop due to time.

Annual Conference

PLANNING CONSIDERATIONS

Spark Sessions Timeline



- 0-5 min**
 - Intro**
Host introduces Subject Overview and session agenda. Host introduces facilitator who will be capturing insights in MURAL and link to view MURAL is provided.
- 5-20 min**
 - Spark Segment 1**
Theme prompt/ Topic of interest (Designated First in Audience opens discussion)
 - Host**
Fields chat comments to bring participants to live discussion
 - Facilitator**
Visual notes taken in MURAL
- 20-35 min**
 - Spark Segment 2**
Theme prompt/ Topic of interest (Designated First in Audience)
- 35-50 min**
 - Spark Segment 3**
Theme prompt/ Topic of interest (Designated First in Audience)
- 50-60 min**
 - Applications**
How might we apply some of these ideas in our organizations? What more would we need to know?
 - Host + Facilitator**
Review Applications and Ideas captured in MURAL. Link to MURAL is provided for anyone that would like to add insights after the session.

Annual Conference

PLANNING CONSIDERATIONS

Good Questions Timeline



- 0-3 min**
 - Intro**
Agenda Overview; Subject Matter Expert (SME) introduced
- 3-8 min**
 - Host**
Poses Question to Subject Matter Expert
 - SME**
SME / Sponsor Response
- 8-13 min**
 - Attendees**
Ask follow up Questions in Chat or Video Conference
 - Facilitator**
Facilitate and Field Questions in Chat
- x 4**
 - Repeat 4x (as time permits)**
- 2 min**
 - Host**
Thanks and Share Q&A Capture

C200 Annual Conference Case Study

Creative Direction and Design

We developed the event branding and assets as well as the design for the event registration site.



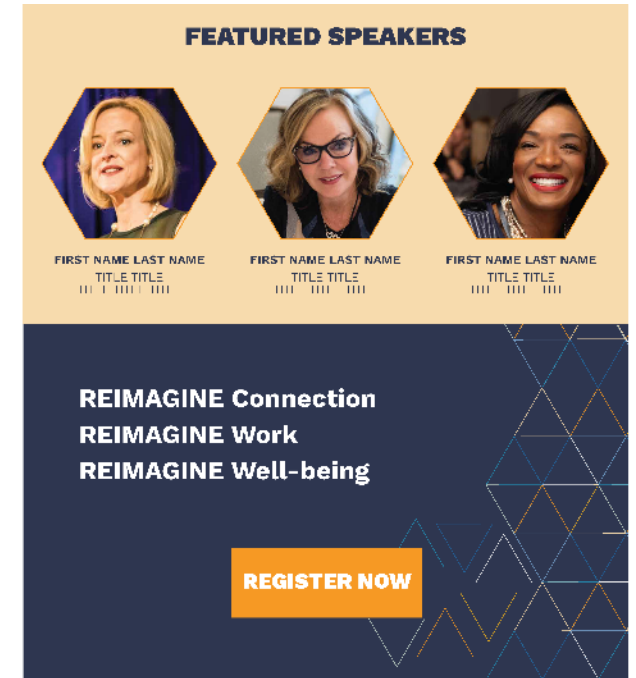
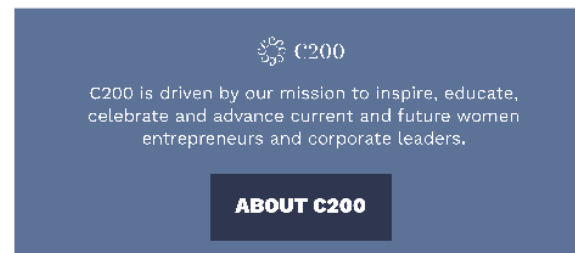
Nov 12-13

Join us to hear dynamic speakers and connect with each other.

TOGETHER WE WILL

**REIMAGINE Connection
REIMAGINE Work
REIMAGINE Well-being**

REGISTER NOW



DAY 1 AGENDA

Sessions begin at Noon ET and end at 4pm ET.

DAY 2 AGENDA

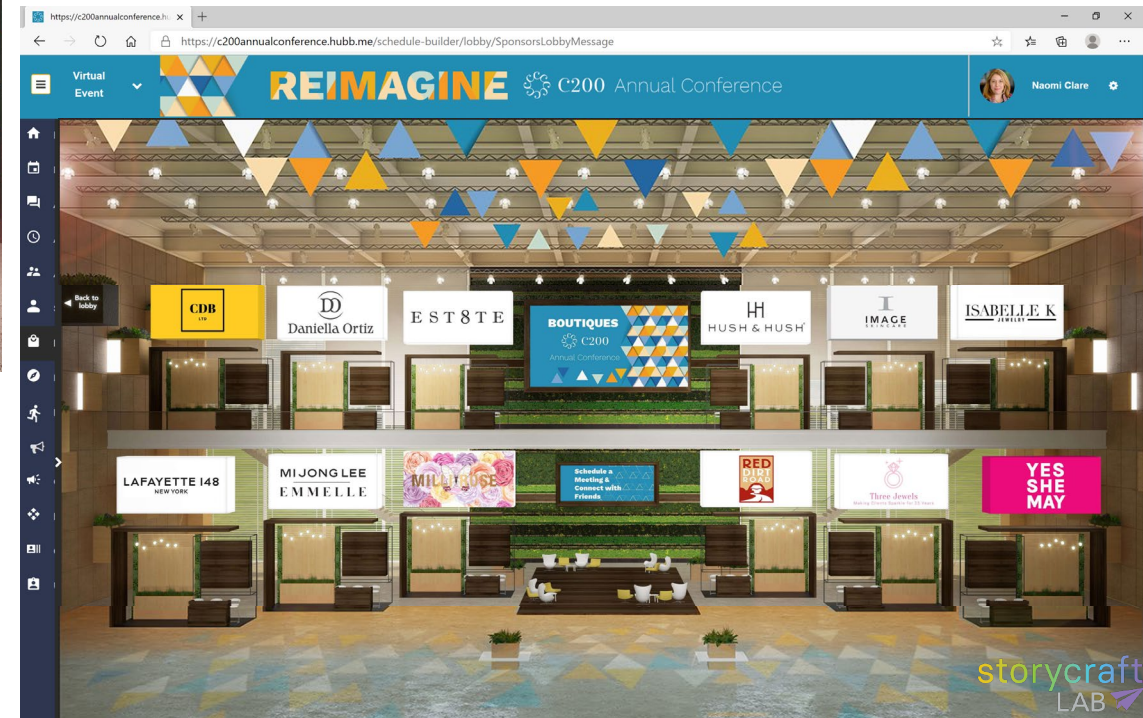
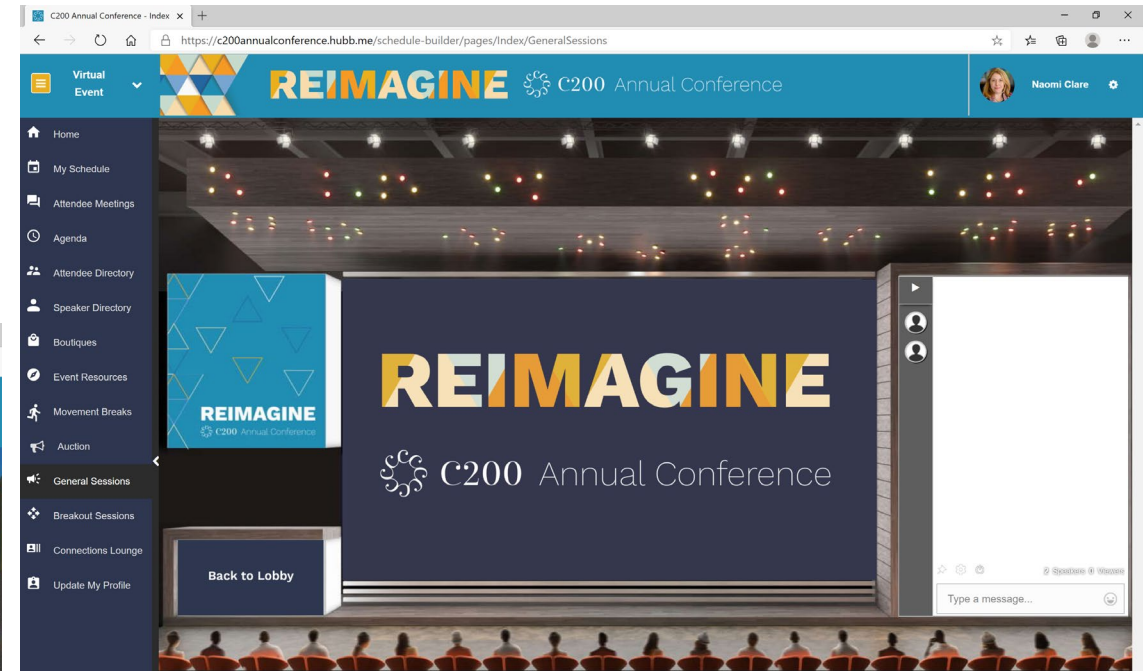
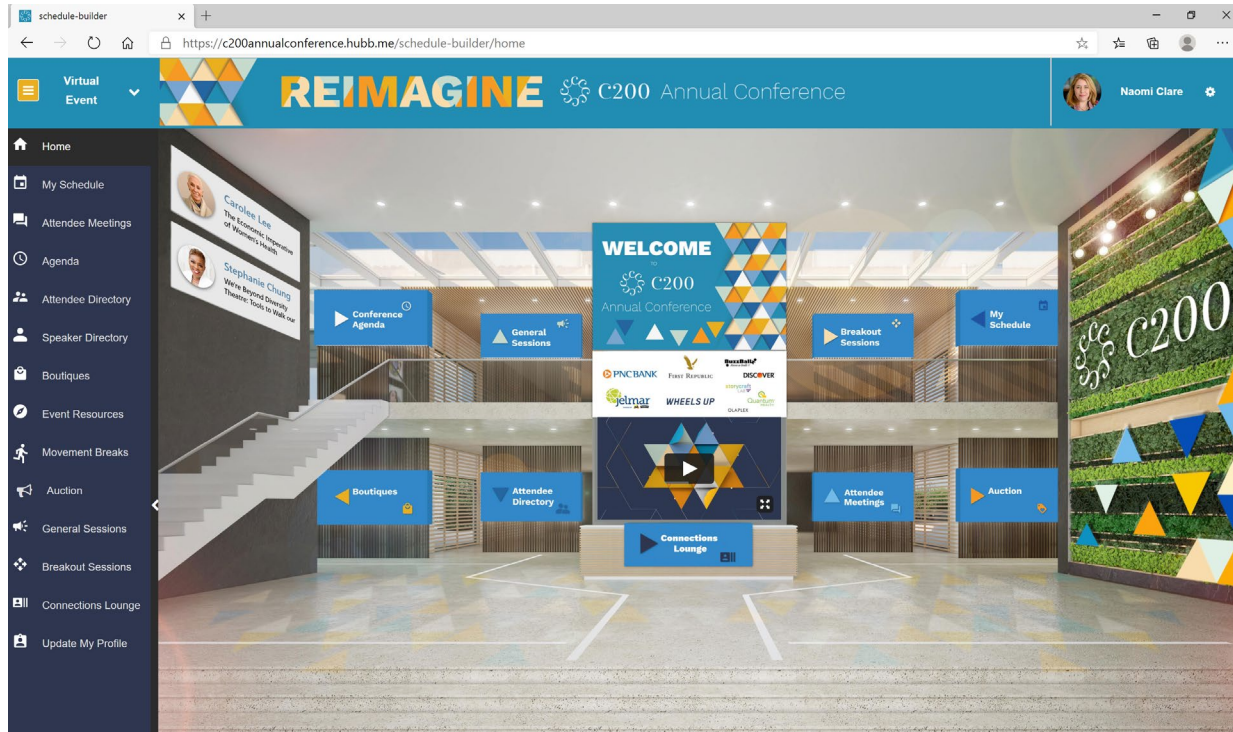
Sessions begin at Noon ET and end at 4pm ET.



C200 Annual Conference Case Study

Creative Direction and Design

Working with our friends at Hubb we customized the platform to pull the event thematic through to the lobbies, boutiques and general session theater.



C200 Annual Conference Case Study

Creative Content

We were also asked to assist with motion content – sizzle reels, show openers, animations, bumpers and interstitials as well as navigational videos. More examples to come for that work, post event!

