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Thank you to our Webinar Sponsors:
Today’s Speaker:

Shawna Suckow  
Founder & President  
SPIN  

shawna@spinplanners.com
Learning Objectives

• The 4 C’s of the attendee experience
• How to kick your conference into high gear in just 15 minutes
• What NOT to do, unless you want to kill engagement
• Tips & tricks for enriching the attendee experience & looking like a rock star in the process
• The one word we should all ban from our planner vocabulary
Attendee Evolution.
Attendees vs. Participants
Remember:

Community
Collaboration
Celebration
Changing Lives

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4 C’s
Before the Show
Flipped Learning.
4 C’s
AT the Show
#1. Community
Which One?

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First-Timers vs. Veterans
Introverts vs. Extroverts
[White Space]
Deliberate Networking

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#2. Collaboration.
Adult Learning Theory
Right vs. Left-Brain Learners
TYPE A
Personality

Because it's there!

TYPE B
Personality

Because it's there!
Talkin’ bout my...
I DON'T LIKE MORNING PEOPLE
OR MORNINGS... OR PEOPLE
How to Kill Engagement.
Speakers. Sigh.
Cure Death By PowerPoint.
Guide
Lecturer
Facilitator
Reporter

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Rethink Your Agenda.
15 minutes to awesome!
#3. Celebration.
Un-Conference.

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
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<tbody>
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<td>4:15</td>
<td>BTC (ROOM)</td>
<td>MultiSig</td>
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<tr>
<td>4:45</td>
<td>BTC (ROOM)</td>
<td>How banks can be involved in BTC</td>
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<td>5:15</td>
<td>BTC (ROOM)</td>
<td>Meta Coin: Programmable Platform</td>
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<td>5:45</td>
<td>BTC (ROOM)</td>
<td>CARDS COINS: CRYPTO: A UNIFIED SOLUTION</td>
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<td>4:15</td>
<td>MBTC (BEHIND THIS BOARD)</td>
<td>Bitcoin Social Foundation, non-profit, social value</td>
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<td>4:45</td>
<td>MBTC (BEHIND THIS BOARD)</td>
<td>HOLD for Catheryne Nicholson, The Future of Bitcoin</td>
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<tr>
<td>5:15</td>
<td>MBTC (BEHIND THIS BOARD)</td>
<td>Native iOS Wallet Revolution! Beyond</td>
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<td>5:45</td>
<td>MBTC (BEHIND THIS BOARD)</td>
<td>Matthieu Rical, Developer Opportunities</td>
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<td>4:15</td>
<td>UBTC (CONFERENCE ROOM)</td>
<td>Satoshi Square: Discussion on keeping Bitcoin fun (underground)</td>
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<tr>
<td>4:45</td>
<td>UBTC (CONFERENCE ROOM)</td>
<td>Startup Opportunities: Beyond BTC</td>
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<td>UBTC (CONFERENCE ROOM)</td>
<td>Dogecoin to the MOON?</td>
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<td>5:45</td>
<td>UBTC (CONFERENCE ROOM)</td>
<td>Bitcoin: Under US Law</td>
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4 C’s
After the Show
Thanks!

Shawna Suckow, CMP

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Questions?

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Our TAKE 10 feature, offered either on our website or via our Webinar Wrap e-newsletters, provides answers to some of the key questions we just did not have time to get to during today’s webinar. Look for an email coming soon!

Upcoming Events

• **Meeting and Event Food-Service Essentials, Part 1** – *presented by Patti Shock*
  
  Wednesday, June 11th at 1pm Eastern

• **Meeting and Event Alcohol Service Essentials, Part 2** – *presented by Patti Shock*
  
  Wednesday, June 25th at 1pm Eastern

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The Attendee Experience: Making Your Show Count

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