

CEMA

CORPORATE EVENT
MARKETING ASSOCIATION

Risk & Reward

The BRAVE Moves Every Event Planner Should Be Taking NOW
to Create a DIFFERENTATED Attendee Experience
and Become a HERO in Their Organization

Janyce Harper

Good Dancer

Bad Singer

Wine Drinker*

*According to my son.



Mark Snell

Competitive Cyclist

Audience-Focused

Storyteller





If you can't manage energy

COMARBIKE
60

COMARBIKE
60

COMARBIKE
60

positively




MAD

(in a good way)

The 5 E's of Experience Design



A large, diverse crowd of people is arranged in a circular path, viewed from above. In the center of the circle is a wooden toolbox. A large, grey, downward-pointing arrow shape is superimposed over the center of the crowd, containing a list of marketing concepts.

Customer Intelligence
Target Acuity
Quality Content
Multi-channel Marketing Campaign
Ease of Acquisition
Advocacy



On a scale of 1-10, how would you rate **Commvault GO**

8.7 overall average

Would you **recommend Commvault GO** to a peer?

“Yes” **95%**

Do you plan on **purchasing more solutions** now that you've attended Commvault GO?

“Yes” **62%**



A-H

COMMUNITY
GO

A-H

I-P

COMMUNITY
GO 2017

Q-Z

HELP
DESK
MOBILE APP
SUPPORT

Q-Z

REGISTRATION

GO TEAM 2017



COMMVault 
GO 2017
YOUR PATH TO
REMARKABLE

COMMVault 
#CommvaultGO

Demand Labs

5



COMMVAULT 
 **GO** 2017
#CommvaultGO



On-Demand Labs

On-Demand Labs

On-Demand Labs

On-Demand Labs
aws

Most organizations analyze about 12% of their data

GO

By 2020, one in five of all data will be processed through the cloud

More than half of U.S. multi-national companies say GDP will be impacted



THEATER

A

Commvault HyperScale

22

Wrap your arms around it.
That's what data experts do.

On-Demand Labs

COMMVAULT
The volume of data created globally is growing exponentially.

modern applications can handle the volume of data created globally.





Stop. Recharge. GO.

powered by
Google



powered by
Dell







الشرطة دبي
DUBAI POLICE

...ing data-driven techniques — for
... patrol technique, and now robotics
... with a force
... characterized by their
... specialists and training
... security institutions,
... globally.
... & world class
... the Global



SOLVE YOUR DATA CHALLENGES

MEET THE TECHNOLOGIST

Discover how technology can help you solve your data challenges.

COMMUNIC

“Overall engagement from the Commvault team was excellent - thank you.”





“Overall engagement from the Commvault team was excellent - thank you.”







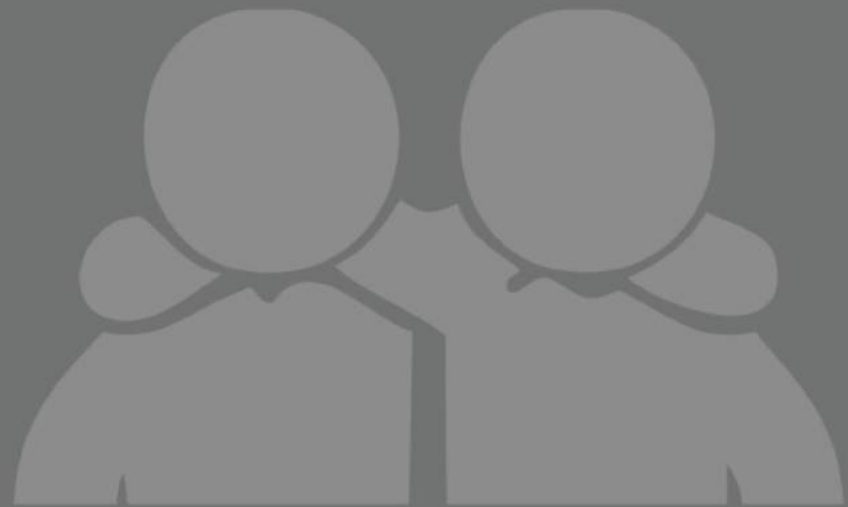












trust

COMMVAULT[®] 


eventmarketingpartners

el-j productions inc.

MCMILLAN



Five Keys to Overcome Fear

1. Go with your gut
2. If you have Data...use it
3. Look for inspiration in other places
4. Have a long memory
5. Be Brave!



**Take the risk.
Be that hero.**

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