

CEMA
SUMMIT 2023

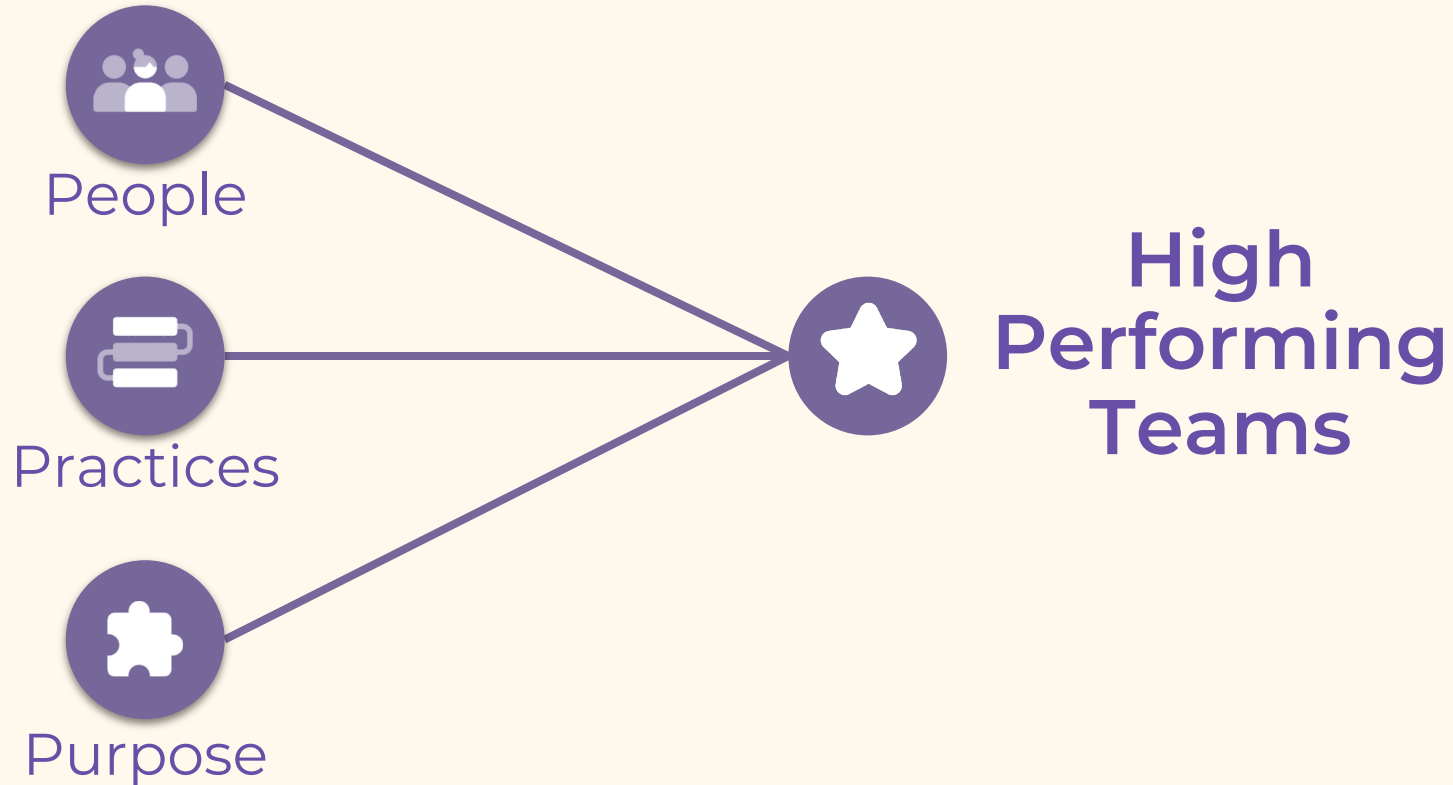
ELEVATE YOUR

Team & You

Unleashing the potential of your team

Amy Walter and Andrea Walters

WHAT TO EXPECT



SPEAKERS



Amy Walter

Head of Event Strategy and Shared Services
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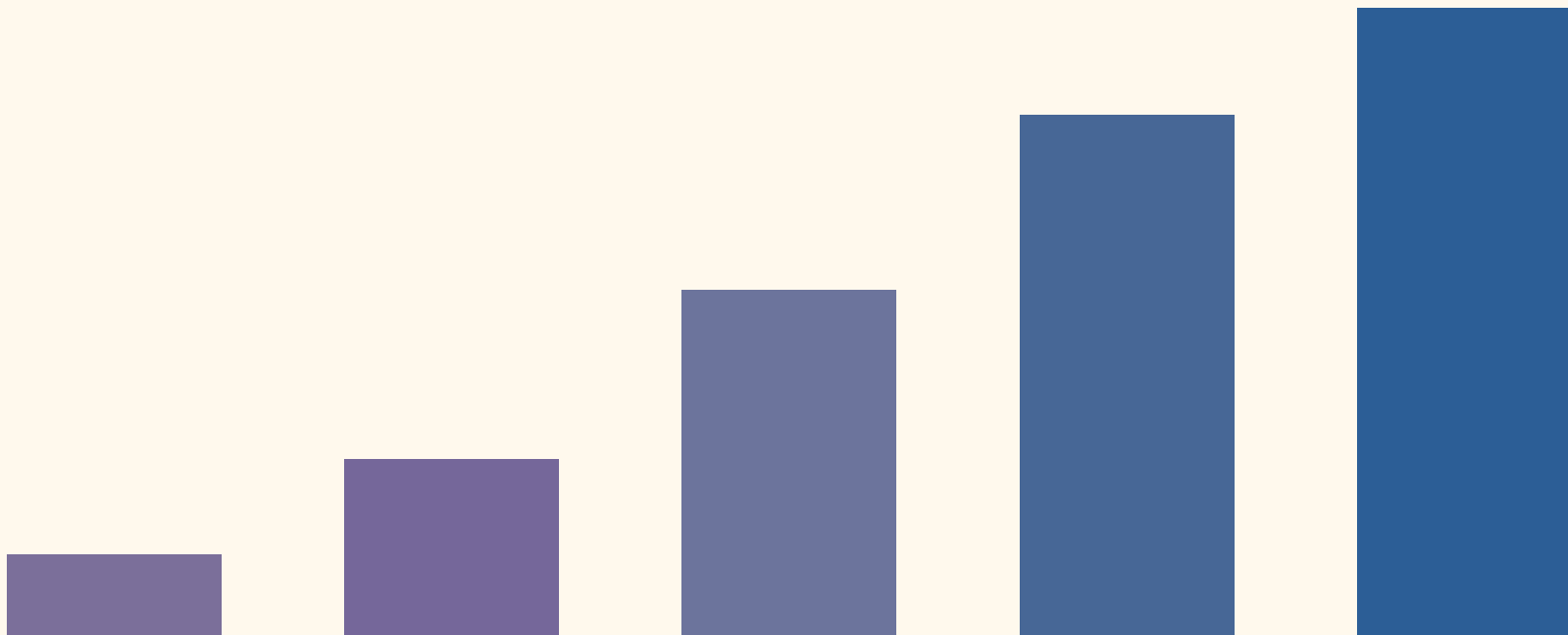


Andrea Walters

Senior Team Lead, Event Strategy and Measurement
Atlassian

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THEN & NOW: PORTFOLIO



THEN & NOW: TEAM

Add Boxed Org Chart

7 WAYS — TO — UNLEASH YOUR TEAM'S POTENTIAL

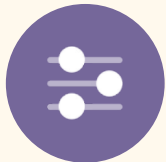
#1 SET YOUR STRUCTURE



Shared services agency model



SME agencies embedded in our team



Workstreams = clear direction & accountability

#2 WORK OPENLY



EVERYONE uses them *...yes, even agency partners*



Ability to templatize



Focus time to GSD

OUR FIVE FAVORITE TOOLS

 Confluence

 **Trello**

 Jira Service Management

Google Sheets

Slack

#3 TRAIN YOURSELF TO TRY



“Try” vs “Train”



Team OKR means everyone is responsible



Name it and hold yourself accountable

#4 MEASURE ALL THE THINGS



Not all metrics are created equal

Example: Primary success vs performance indicator vs track & measure



Ask what success means to other teams



BHAGs and OKRs

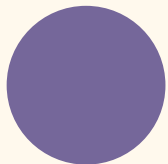
#5 EMBRACE FEEDBACK



Retro, retro, and retro again



Listen to what attendees are telling you



Lorem ipsum

SAMPLE: EVENT RETRO

	What worked? <i>Things that met or exceeded expectations.</i>	What didn't work? <i>Areas of improvement for things that fell short.</i>	What could be done? <i>Suggestions or recommendations for events in the future.</i>
STRATEGY & MEASUREMENT			
Champion for Change: (@Stakeholder Name)			
Overall Program Strategy			
Attendee Journey <ul style="list-style-type: none">• Activations• UX / Design & integrations			
Post-Event Engagement			
Reporting & Measurement			
Surveys & Feedback Mechanisms			
[insert additional focus areas here]			
OPERATIONS			
Champion for Change: (@Stakeholder Name)			
Budget			
Contracts			
Design & branding support			



Grab a free retro template to use for your team!

#6 COMMUNICATE OFTEN



Showcase your successes



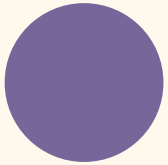
Every report is a chance to tell a story

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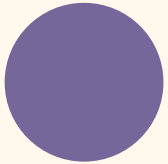
#7 SHIFT YOUR TEAM'S MINDSET



From taskmaster to event marketing



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120 WORD RECAP

Scaling the team 4x required (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.).

Growing the event portfolio 5x was only successful by (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.)

The team structure that works best for us is a shared services model complemented by agency partners who are deeply embedded in our team.

Workstreams are essential to defining R&Rs and pushing work forward.

Collaboration tools like Confluence, Trello, and Slack are essential to help workstreams GSD.

Delivering compelling insights means positioning data into a story rather than just sharing numbers that no one can decipher.

A stylized silhouette of a mountain range in dark blue, spanning the width of the slide. The mountains have varying peaks and valleys, creating a jagged horizon line.

Questions?

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