Community (re)Focus

CONFERENCE AGENDA
Conversations on Building Connected Experiences

RETHINK | RECONFIGURE | RECONNECT
Online communities flourished during the period when virtual connectivity became the 'new normal.' People turned to partner, employee, learning, and self-help communities for support, knowledge-sharing, and business growth.

But as circumstances evolved, life returned to normal, and economic conditions shifted, **member needs remained the same, but the preferences transitioned.**

For instance, some members preferred real-time interactions and live events, while others wanted asynchronous discussions and resources they could consume at their own pace. The need for specific content, tailored to individual interests and expertise, became apparent. Some members sought a sense of belonging and community, while others were more focused on professional networking and skill development.

And that’s where it became critical to adopt a **member-centric approach from an organization-centric approach.**

To stay ahead of the curve, organizations must ideate and innovate strategies where member choices and preferred engagement channels take center stage. So, they must focus on the 3Rs- Rethink, Reconfigure, and Reconnect.

**RETHINK** your community investment & strategy

**RECONFIGURE** the path to community success

**RECONNECT** through a multichannel approach
Welcome to the 4th edition of our virtual summit, Community (re)Focus, 2023, on Wednesday, November 15, 2023, at 09:00 AM PDT.

Join us for insightful conversations about how online communities, driven by member contributions have become the central driving force behind organizations.

Gain actionable insights on crafting critical strategies for delivering hyper-personalized experiences with modern tools, AI technologies, and seamless integrations.

Here’s to creating delightful community experiences together!

The detailed agenda for the conference:

### Event Overview

**How Online Communities Are the Central Force Behind Organizational Growth**

**9:00 AM PDT - 9:15 AM PDT**

- A brief introduction of the theme
- Aligning member-centricity through communities with business objectives
- How community professionals navigate challenges with resilience in a dynamic economic environment
- An exploration of the evolving roles and skill sets of community professionals in a changing landscape (transition from virtual to hybrid)
- What is community everywhere and how is it impacting businesses

### RE THINK

**Reinventing Community Strategies in Today's Business Landscape**

**Guest Keynote - 9:15 AM PDT -9:35 AM PDT**

- Explore how modern companies are leveraging communities to create spaces where members feel valued, heard, and part of a larger purpose
- Business use cases and real-life examples
Understanding the Financial Impact of Your Online Community
Panel Discussion - 9:35 AM PDT - 10:05 AM PDT
✓ The economic value of online communities
✓ Explore how online communities can enhance member experience and overall financial viability
✓ How to allocate and prioritize community investments

Thriving in the Community Landscape: Reflecting on the Past, Embracing the Present, Shaping the Future
Spotlight Session - 10:05 AM PDT - 10:20 AM PDT
✓ Are community builders thinking about themselves more than about the industry and others?
✓ Why are we reinventing the community vocabulary wheel instead of building upon existing knowledge?
✓ How do community builders collaborate to establish more opportunities instead of fighting for existing small amounts of clients?

Awards & Recognition
10: 20 AM PDT - 10:35 AM PDT
Tea Break + Networking Mixer
10:35 AM PDT - 10:40 AM PDT
Reconfiguring the Community Ecosystem With the Right Tools & Technologies

Panel Discussion - 10:40 AM PDT - 11:10 AM PDT
- The integral role of technology in community ecosystems
- Elevating user experiences through technological innovations
- Strategically selecting tools for community excellence

Implementing Analytics to Measure the Health of Your Online Community

Panel Discussion - 11:10 AM PDT - 11:40 AM PDT
- Leveraging data analytics for measuring community performance
- Identifying engagement patterns and analyzing member behaviors through analytics
- Using analytics to drive continuous community enhancement

How a Leading Industry Pioneer Overcame Their Support Hurdles

Fireside Chat - 11:40 AM PDT - 11:55 AM PDT
- How was the client handling their support queries formerly
- What challenges were they facing with their support processes
- How KaseSync helped them overcome their challenges

Awards & Recognition

11:55 AM PDT - 12:10 PM PDT
Tea Break + Networking Mixer
12:10 PM PDT - 12:15 PM PDT
RECONNECT

**From Members to Co-Creators: Unveiling the Potential of People-Powered Communities**

Panel Discussion - 12:15 PM PDT - 12:45 PM PDT

- Explore the transformation of community members from passive consumers of content to active co-creators
- Explore the impact of user-generated content on community engagement and brand advocacy
- Share best practices for creating an environment that encourages collaboration, idea sharing, and meaningful contributions within communities

**AI in Action: Exploring Its Versatile Use Cases in Online Communities for Accelerated ROI**

Fireside Chat - 12:45 PM PDT - 1:00 PM PDT

- The application of AI in online communities
- Key considerations for deploying AI in online communities
- Business use cases and the impact of AI in online communities

**Maximizing Engagement and Impact With the Right Channels**

Guest Keynote- 01:00 PM PDT - 01:20 PM PDT

- Promoting a sense of belonging amongst community members through events, user groups, and group messaging apps
- Learning via a rich content repository in the form of books, documentation, influencer initiatives, and LMS platforms
- Delivering support through hosted forums, third-party sites, AI Bots, and more
- Leaving an impact on community members by hosting activities, initiating MVP programs, and updating content across social media profiles
Achieving Customer Success by Transforming Engagement into Loyalty

Panel Discussion - 01:20 PM PDT - 01:50 PM PDT

- How to quantify the impact of community-driven customer success
- Acquiring new users, retaining current ones, and converting them into repeat buyers through seamless experiences
- Aligning business objectives around member-centricity
- Converting your community members into loyal customers by continuously adapting to customer needs

Closing Keynote – A Summary of the Event

1:50 PM PDT - 2:00 PM PDT