



Community (re)Focus

# **CONFERENCE AGENDA**

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Redefining the Community Landscape With  
Communities 3.0

Digital has risen rapidly. And with this rise, online communities came into the picture.

Brands that kept communities at the forefront of their initiatives, not only survived but thrived. But to keep engagement within communities intact, brands must invent strategies that keep users hooked and deliver value for their investment.

To address this and connect you with community enthusiasts from across the globe, we bring to you our virtual conference - **Community (re)Focus, 2022, on Wednesday, October 12, 2022, at 9:00 AM PST**. With an amazing line-up of experienced speakers, the conference will be packed with riveting conversations between the best and the brightest in the community space.

Here's the detailed agenda for the conference:



## Welcome Note

### The Community Curve: Boom, Decline, and Stagnancy

9.00 AM - 9.10 AM (10 mins)

- ✓ Context-setting for the conference
- ✓ The rise of online communities during the pandemic
- ✓ The decline and stagnancy of online communities post-pandemic in the rear-view
- ✓ Re-kindling community engagement and spearheading UX

## Opening Keynote

### From 0 to Community in 4 Weeks: A Strategy Even Your CFO Will Love!

9:10 AM - 9:25 (15 mins)

- ✓ What we did to launch the year 1 \$40M community (this was just direct attribution!)
- ✓ How to incorporate an online cohort to accelerate the results of your community (and have the launch pay for itself!)
- ✓ What are the next steps once the 4 weeks are over, and it's time to make sure you keep engagement up in your community (everyone's biggest issue)

## Panel Discussion

### The Ultimate Technology Infrastructure for Communities 3.0

9.25 AM - 9.45 AM (20mins)

- ✓ Identifying the hidden challenges with your technology stack
- ✓ Things to consider before your invest \$500K in a community platform
- ✓ Questions to ask your vendor when evaluating for security, data governance and integrations with current technology infrastructure
- ✓ Must have, good to have and nice to have technologies as you build your community budget for 2023
- ✓ Q/A

## Panel Discussion

Chief Community Officer is the New CMO. A Fad or a Fact?

9.45 AM - 10.05 AM (20mins)

- ✓ How to make meaningful community investments?
- ✓ Community-led is community done right. Understanding the 'how'
- ✓ The role of a CCO, and how it impacts community growth
- ✓ The role of a CMO, and how it's different from a CCO
- ✓ Q&A

## Panel Discussion

Driving True Community Value With Women Leaders

10.05 AM - 10.25 AM (30 mins)

- ✓ Insights on how women are shaping the world of communities
- ✓ Uplifting women via online communities: A deeper-dive
- ✓ Exploring the Unexplored: How communities are a blessing for women entrepreneurs

Tea Break: 10.25 AM - 10.30 PM (5 mins)

## Product Launch

KaseSync Launch + Fireside chat

10:30 AM- 10:45 AM (15min)

## Spotlight Session

How To Conduct A Listening Tour in Online Communities

10:45 AM -11:05AM (20min)

- ✓ The meaning of a listening tour, its importance, and its impact.
- ✓ Why is it essential for digital communities to spend time listening to their members and following the proper process for maximum results?
- ✓ Capturing and summarizing feedback from a listening tour-the right way. Tips & tricks to convey feedback received to stakeholders.
- ✓ Q&A

## Panel Discussion

### Decoding the Tomorrow of Communities With Future Predictions

11.05 AM - 11.25 AM (20 mins)

- ✓ The expected innovations and advancements in the community landscape
- ✓ How to make the most of these advancements to re-engage users
- ✓ 'The rumors of my demise are greatly exaggerated' - how communities are the next big thing for better UX
- ✓ Q&A

## Panel Discussion

### Determining the True Value of Brand Advocates in Communities

11.25 AM - 11.45 AM (20 mins)

- ✓ How customer advocacy can lead to increased retention rates, ROI, and purchase intention.
- ✓ Understanding the reason customers share positive feedback based on their experiences.
- ✓ The impact of brand advocacy on the growth of your business
- ✓ Q&A

Break: 11:45 AM - 11:55 AM (10 mins)

## Guest Keynote

### The Metaverse Molecules: How Communities Will Shape the Future of UX

11.55 AM - 12.15 PM (20 mins)

- ✓ NFT in Communities: Spearheading Engagement and Delivering a Stellar CX
- ✓ Web 3.0: The New Era of Online Community Building
- ✓ The Emerging Role of Community Managers in Crypto Communities
- ✓ How implementing the metaverse molecules will set the stage for community success
- ✓ Q&A

## AMA Session

### Community Triage: Roadblocks in Building a Robust Online Community

12.15 PM - 12:35 PM (20 mins)

- ✓ The now and next of online communities
- ✓ How ever-evolving customer and market trends impact user behavior in online communities
- ✓ Making the case for community buy-in across organizations
- ✓ How to overcome the challenges of online communities now and in the future
- ✓ Understanding the nuances of building a robust community
- ✓ Q&A

## Guest Keynote

### Integrating Online Communities to Build a Cohesive Strategy for Success

12.35 PM - 12.50 PM (15 mins)

- ✓ Why integrating online communities is the best way to build customer-centric experiences
- ✓ How to put integration to give sales and support teams a complete picture of the customer lifecycle
- ✓ DATA: Your not-so-secret weapon - How integration proves this
- ✓ What tools/platforms can you integrate your online community with to drive digital transformation
- ✓ Q&A

## Closing Keynote

### Summary of All the Sessions

12:50 PM - 1:00 PM (10 mins)

Our panelists include some of the best minds in the community space. The event will be packed with fun interactions, brainstorming, and so much more. There will be networking breaks between the sessions where you'd have the opportunity to connect with fellow community leaders from across the globe.

**Booth Activity: 1:30 PM - 2.00 PM (30 mins)**

We'll keep you posted in case there's any change or addition to the conference agenda.

See you at Community (re)Focus, 2022 on Wednesday, October 12, 2022, at 9:00 AM PST!

In case you have any queries, drop us a line at [ashishs@grazitti.com/](mailto:ashishs@grazitti.com) [gurpreet.singh1@grazitti.com](mailto:gurpreet.singh1@grazitti.com), and we'll take it from there.

