

Community (re)Focus

Redefining the Community
Landscape With Communities 3.0



Community (re)Focus

We're back to engage and delight community enthusiasts with a new chapter of Community (re)Focus, 2022.

It's going to be twice as fun and insightful!

Community (re)Focus invites community maestros from across the globe to share their take on how communities are paving the way for brands to build better and connected experiences in this digital world. The virtual summit features speakers from diverse industries with extensive experience and knowledge in the community space.

And Community (re)Focus, 2022 wouldn't be the same without YOU! We're on the hunt to find exceptional speakers who live and breathe communities. We are hoping for them to add a dash of insights, a pinch of tricks, and a whole lot of strategies on a silver platter to make our conference an event to remember.

We're all ears and so are other folks from the industry who wish to know more about the 'what' and 'why' of your strategies.



Wish to be a part of Community (re)Focus, 2022?

Here's what we'd like to know

Your experience in doing something unique and out-of-the-box on different community platforms and wish to share your achievements.

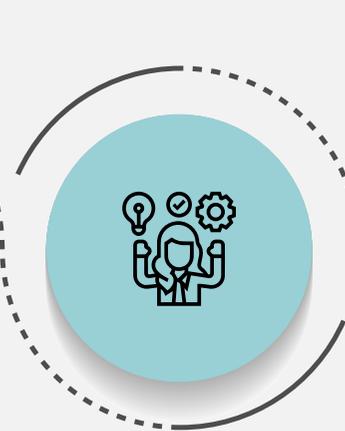
Your expertise in a specific area in the community space and if you'd like to share some of your tips with the audience.



Your work and achievements on a successful project.



If you've acquired some new skills that you think other users or customers can leverage.



You solved any complex challenge this year and can assist others to solve similar challenges.



Community (re)Focus 2022 Details:

Community (re)Focus, 2022 will be a virtual event and can be accessed by anyone at no cost. All you have to do is RSVP to the event by filling in your details. It will be a day packed with riveting conversations, exciting panel discussions, inspiring keynotes, and more. So, gear up to witness all this on October 12, 2022, from **9:00 AM - 2:00 PM PST**.



Topics of interest will be related to:

- How marketers, community managers, and customer success professionals can harness tools and strategies to ace their organizational goals.
- How brands can boost customer engagement and advocacy and how technology can help achieve these goals.



● **Clear Takeaways**

Mention the takeaways you plan to share with the audience. Be sure that the takeaways are clear, crisp, and insightful so that the audience walks away with advice and tactics they can use.

● **Practical & Personal Experiences**

We love sharing our experiences and stories and we'd appreciate it if you'd share practical and personal experiences incorporating lessons, advice, and examples.

● **Details**

Ensure that you add all relevant details. We go through all submissions received thoroughly. Please send us a detailed description (10-12 sentences) and be as clear as possible about the topic you wish to talk about during the event and the ideas that you want to share.

● **Presentation Length**

The target length of the presentation is 30-75 minutes, with 10-15 minutes for Q&As.

Some Topics We Can Cover:

01

The Community Curve: Boom, Decline, and Stagnancy
- **Guest KeyNote**

02

Community Management: An Art or a Science?
- **Fireside Chat Session**

03

Chief Community Officer is the New CMO. A Fad or a Fact?
- **Panel Session**

04

Women in Communities
- **Panel Session**

05

Decoding the Tomorrow of Communities With Future Predictions
- **Panel Session**

06

Determining the True Value of Brand Advocates in Communities
- **Panel Discussion**

07

The Metaverse Molecules: How Communities Will Shape the Future of UX
- **Guest KeyNote**

08

AMA Session

09

Integrating Online Communities to Build a Cohesive Strategy for Success
- **Guest KeyNote**