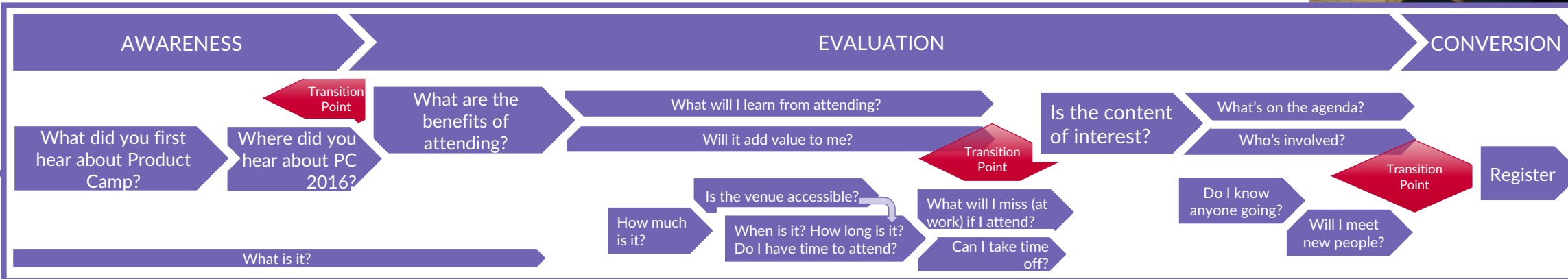




ATTEND PRODUCTCAMP TO LEARN FROM & SHARE DIFFERENT EXPERIENCES WITH OTHER PMs & GET EXPOSURE TO NEW IDEAS / CONCEPTS SO THAT... I CAN PERFORM BETTER IN MY JOB & MOVE MY COMPANY FORWARD.

I WANT TO



What questions do your prospects address as they journey to the destination?

How do prospects touch the organization as they seek answers?

WEBSITE W

EMAIL LIST E

OTHER WEB PLATFORMS

ONE TO ONE

<p>"I searched for Mind the Product Dublin"</p> <p>"I heard about PC 2016 via the website"</p> <p>"I looked at the event description on the website."</p> <p>"I looked at the website to see what it was about."</p> <p>"The website said it was free."</p> <p>"I checked the website."</p> <p>"Checked the website and confirmed my availability"</p> <p>"Checked the website, Eventbrite and social media. Spoke with colleague who attended previously"</p> <p>"I looked up the session & deemed them relevant and interesting."</p> <p>Viewed agenda and speakers on the website</p> <p>Checked who the speakers were. Checked what the topics were. Who was sponsoring. Checked LinkedIn Profiles</p> <p>"I clicked on the email & registered"</p>	<p>"I got an email from the organizer"</p> <p>"The email stated it was free"</p> <p>"The email stated the location - accessible for me"</p> <p>"Checked the website, Eventbrite and social media. Spoke with colleague who attended previously"</p> <p>"I looked up the session & deemed them relevant and interesting."</p> <p>Viewed agenda and speakers on the website</p> <p>Checked who the speakers were. Checked what the topics were. Who was sponsoring. Checked LinkedIn Profiles</p> <p>"I clicked on the email & registered"</p>	<p>"I heard in the Dublin Globe Newsletter."</p> <p>"I got the info from EventBrite"</p> <p>"LinkedIn"</p> <p>On the Twitter feed</p> <p>A LinkedIn post had all the details</p> <p>Learning outcomes. Networking opportunities</p> <p>"chance to meet other PMs"</p> <p>"Networking element"</p>	<p>"...became aware of PC from a colleague."</p> <p>"I got an email from a colleague this year."</p> <p>"I first heard from a client."</p> <p>"My boss sent me an email."</p> <p>"I checked the location & asked husband to drive me."</p> <p>Checked calendar & assessed workload & meetings</p> <p>"Looked at my calendar & rescheduled work"</p> <p>"No [time]. But deemed the benefits would make it worthwhile."</p> <p>"I am in college here so yes" [location is accessible]</p> <p>"I worked last Sat to free up time to attend"</p> <p>"Learning from other people's challenges"</p>
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TOUCHPOINT CARD
 ~with customer words~
 Emotional stamp
 Time stamp
 Touchpoint Channel
 ☺ ☹️ ⌚ JUNE 2016