General
Gen Z Only
Personalized Experience
Experiential Moment
Grouped By Demographics
(event size or budget)
Freeman
Pre-Event
Exec Nominations
Marketing
Marketing
Invitation to Register
Jabber Yak Selections
Teaser Emails
What to Expect
Let's Get Packing
Sunday, May 18 Arrivals
Gen Z Invites
Attendee Reg & Web
Arrivals
KBYG Email
CONNECTIONS
Networking
Gen Z Session
Opening Reception Badges
Networking
Surprise & Delight
Opening Reception
Monday, May 19
Sessions
Immersive
Hands-on Learning
Badge Pick-up
Monday Breakfast
Networking
Lunch Experience
Social Media Moment
Networking
Ice Breaker & Kick-off
Mentor Think Tanks & AV Tours
Peer to Peer Sessions
Community Connection
Behind the Scenes Expo Tours
Monday Reception
Room Drop
Tuesday, May 20
Tuesday Breakfast
Behind the Scenes AV Experience
Coffee Break
Break
Sessions
Immersive
Hands-on Learning
Closing
Surprise & Delight
The Experience Zone
Lunch & Departures
Gen Z Session
Post Event Content
Post Event Emails
Departures

Example

Attendee Journey

Freeman

INSIDE LIVE at ATD