Workshop Format

The Millennium Alliance National Assemblies

To ensure that we achieve a balanced and engaging agenda for all Assembly attendees we ask that you follow one of the below formats for your workshop session. Effective workshop objectives actively engage participants and provide opportunities for participants to learn from one another and to make progress on applying what they have learned in the workshop to their businesses.

Please choose one of the formats below (A, B or C) and follow the guidelines for submission of materials. Please submit your workshop materials in a word document.

FORMAT A: GROUP WORKSHOP

The Group Workshop identifies key industry issues and common encounters that C-level executives attending your workshop are currently facing. As the vendor workshop leader, you will cover how your technology or suite of offerings can heavily alleviate those challenges.

TIMING & STRUCTURE

- 20 minutes: Brief Introduction and Group Discussion
- 10 minutes: Q&A, and Wrap Up

MATERIALS

Please provide materials in the following format:

- **Leader** (Name – Job Title, Company)
- **Workshop Title**
- **Discussion Points** (3 – 5 points)
- **Abstract** (200 words)
- **Advantage** (100 words)

For an example, see the second page of this document.

FORMAT B: CASE STUDY WORKSHOP

A case study allows for your company to invite a client(s) to co-host your workshop. This is extremely beneficial for both your company and your clients as they have the opportunity to mindshare with their peers and help set the tone for the duration of the Assembly. You will have the opportunity to invite your client to participate in the Assembly as a VIP delegate. Please contact your Event Manager for further details.

TIMING & STRUCTURE

- 20 minutes: Brief Introduction and Case Study Presentation
- 10 minutes: Q&A, and Wrap Up

MATERIALS

Please provide materials in the following format:

- **Leader** (Name – Job Title, Company)
- **Case Study Title**
- **Discussion Points** (3 – 5 points)
- **Abstract** (200 words)
- **Advantage** (100 words)

For an example, see the second page of this document.

FORMAT C: STANDALONE WORKSHOP

A standalone presentation exclusively allows for executives from your company to present to the attendees. You will have PowerPoint capability, but to maximize your presence, we do strongly recommend your workshop to be as interactive as possible.

TIMING & STRUCTURE

- 20 minutes: Brief Introduction and Presentation
- 10 minutes: Q&A, and Wrap Up

MATERIALS

Please provide materials in the following format:

- **Leader** (Name – Job Title, Company)
- **Workshop Title**
- **Discussion Points** (3 – 5 points)
- **Abstract** (200 words)

For an example, see the second page of this document.

FURTHER GUIDELINES

- A member of the delegate acquisition team will contact you to discuss options.
- The host should facilitate the workshop rather than present.
- Utilize the workshop attendees by asking and encouraging questions.
- Emphasis on collaboration is a positive correlation to generate additional meetings.

PowerPoint
Ratio

16:9 Format

Workshop Format

Bringing together leaders and decision makers to address industry challenges and engage in meaningful discussion.

FORMAT EXAMPLES

FORMAT A: GROUP WORKSHOP

Leader: Greg Hoy – CEO, Happy Cog

Workshop Title: Conversion Through Branded Content

Discussion Points:
• Some of the biggest mistakes brands make online
• How to use your positioning and distinct value to craft a compelling narrative!
• Examples of how we've helped major brands connect with their customers to increase conversions

Abstract:
Your organization's efficacy online is often measured by conversion—converting site visitors into paying customers, fostering brand relationships where they didn't previously exist, increasing mailing list numbers. Conversion can be a million things. In simpler terms, conversion is getting someone to respond to your call-to-action. It's one thing to have a nice design. But if you can't use it on a mobile device, you're dead in the water. It's one thing to tell people what you do. It's another thing be able to converse with them in a way they actually care about it, anywhere they are.

Advantage:
In this session, attendees will learn best practices for driving customer conversation through branded content. We will discuss how digital storytelling remains crucial as a way to present engaging content to consumers in a multi-channel.

Q&A session will elaborate on how content feeds the social web and how insight can help increase customer engagement through the implementation of branded, relevant conversations across multi-channels.

FORMAT B: CASE STUDY WORKSHOP

Leader: Geoff Tudor – Chief Strategist, Cloud, HP

Case Study Title: Empowering IT-as-a-Service with Cloud and OpenStack® technology innovation

Discussion Points:
• Build and Consume cloud services with simplicity, security, agility and the right economics.
• Customer success stories to see how other companies use OpenStack technology and HP Cloud to build secure, scalable, and reliable offerings.
• The shift to "as-a-Service;" Learn why the real answer is "IT-as-a-Service."

Abstract:
Today, IT leaders face a new era – one where they can be heroes to their organizations and drive growth, innovation, and competitive advantage. By partnering with HP, you can become a hero, too, by building and consuming cloud services with simplicity, security, agility and the right economics. Join Geoff Tudor, HP Chief Strategist for Cloud, to learn how HP empowers IT to deliver innovation for business growth, while evolving to a service provider, where the cloud becomes the fabric of the organization. You will hear customer stories and see how other companies use OpenStack technology and HP Cloud to build secure, scalable, and reliable offerings. This workshop will also discuss open vs. proprietary approaches, and how to achieve interoperability and portability in an increasingly complex IT environment. With everything moving to "as-a-Service," learn why the real answer is "IT-as-a-Service."

Advantage:
In this co-hosted workshop, senior executives from <Company A> and <Company B> will discuss the importance of their partnership, past issues and challenges (client company) was facing, what they were looking for from a vendor company, and together will present a case study on how < vendor company > was able to build the business case for successful change within their business.

FORMAT C: STANDALONE WORKSHOP

Leader: Marc Rouse – North America Regional Sales Manager, Capstone Turbine Corporation

Workshop Title: Reliable Distributed Combined Heat and Power for Hospital Facilities

Discussion Points:
• What benefits CHP and CCHP can provide to hospitals.
• How a microturbine operates, what are the applications, and what products are available.
• Capstone Turbine's track record in meeting the needs of hospital applications with case study examples.

Abstract:
Healthcare facilities are ideal settings for cogeneration (combined heat and power or CHP) and trigeneration (combined cooling, heating and power or CCHP) systems. These systems provide electrical and thermal energy in the most efficient and cost-effective manner possible while delivering both power, reliability, and environmental benefits. Capstone Turbine is the world's leading manufacturer of microturbine energy systems. Capstone microturbines have only one moving part, have no oil or lubrication, operate on air bearings, and are exceptionally quiet with very low air emissions. Capstone microturbines are the technology of choice for dozens of hospitals across the world. Find out how microturbine CHP and CCHP can provide clean and reliable power with significant cost savings to your hospital.

For further questions, please contact your Event Manager directly.