

WORTH THE INVESTMENT. HERE'S WHY!

THE TOP FOUR BENEFITS OF ATTENDING A CONFERENCE

- 1 EDUCATIONAL OPPORTUNITIES**
Everyone can learn, no matter how experienced you are.
- 2 NETWORK WITH PEERS**
Industry conferences provide a fantastic opportunity to network.
- 3 ENCOUNTER NEW VENDORS & SUPPLIERS**
Stay competitive by discovering innovative new products and services.
- 4 POSITION YOURSELF AS AN EXPERT**
When you are active in your industry, you develop a reputation as an expert to your peers and your clients.

LEARNING & NETWORKING GO HAND-IN-HAND

THE PROFESSIONAL LANDSCAPE

63%

Professionals take time to learn new skills for their job each year.

75%

Professionals value in-person learning in addition to their online learning.

THE UNEXPECTED OUTCOME OF LEARNING

65%

Say their learning in the past 12 months expanded their professional network.

75%

Say their extra training helped them advance within their current company.

LEARNING IS LEADING

43%

Professionals attend an industry conference in their field each year.

90%

Professional learning happens in a physical location such as work, dedicated offsite, or conference.

THE VALUE OF BUILDING RELATIONSHIPS

98%

Attendees would recommend peers to attend CRMUG Summit.

64%

Found an ISV/Partner solution they were interested in pursuing for their organization.

THE VALUE OF ATTENDING CRMUG SUMMIT

Expect to get a high-voltage jolt of the problem-solving, trouble-shooting, peer-exchange learning that powers user groups every day, in an energizing, authentic, real-life setting.

200+
SESSIONS

1600
ATTENDEES

380+
EXPO HALL EXHIBITS
(ACROSS AXUG, CRMUG, GPUG AND BCUG/NAVUG)

WHAT PAST ATTENDEES SAY

"I feel like I gained useful information to apply on the job. I loved all of the classes!"

"I walked away with 5-8 takeaways on functionality I can implement right away, or new features we can implement once we have upgraded."

"I got to meet with many of the people whose blogs I go to when I have a question! How cool is that?"

REGISTER NOW AT CRMUGSUMMIT.COM