

# Sage City

# Frequently Asked Questions:

# The Basics

# What is Sage City?

Sage City is a fresh new approach to live conference networking. It aims to place like-minded customers by business role, Sage product, and hot topics in small groups to create meaningful, long-lasting connections.

# When is Sage City?

Sage City will take place during Sage Summit, on Tuesday, July 23, starting at 4 p.m.

#### Who can attend?

Sage City is open to all registered Sage Summit customers, partners, exhibitors, and Sage employees.

#### What's new for 2013?

Because of the success of the event in 2012, we're carrying forward the conversation throughout the conference. In addition to discussing predefined hot topics in each of the villages, customers will have the opportunity to recommend new sessions. We'll take the most popular recommendations during Sage City on Tuesday, July 23, and convert them into Idea Xchange sessions on Thursday, July 25. These customer-driven sessions will enable attendees to dive even deeper into the most talked-about trends and business issues.

## Will there be any food and beverage available?

Yes! We will be featuring light appetizers and drinks during City Bites at Sage City.

# The Structure and Flow

#### What is a village?

Sage City is made up of eight villages based on the top business roles of Sage Summit attendees. Villages provide the primary means for Sage to segment attendees into groups of people with common goals, backgrounds, challenges, and perspectives.

#### How many villages will attendees be able to attend?

Sage City will be comprised of one round of networking and City Bites. Attendees will make their way to the village that most closely aligns with their objectives and business needs. Each village will have a chat wall, which will be on display throughout the week so that attendees have the opportunity to review Sage City findings at their leisure.

**New!** As a continuation of Sage City, attendees will have two opportunities to select from these impromptu Sage City topics and continue the dialogue around those issues. Called Idea

# Sage Summit 2013 July 21-26, 2013 Gaylord National Resort and Convention Center



XChange sessions, they are scheduled on Thursday, July 25, from 8:30 a.m.-10 a.m. and 10:45 a.m.-12:15 p.m. The Idea XChange session topics will be posted onsite and on the mobile app.

# What is a hot topic?

While villages are designed to help us form large groups of like-minded attendees, the most meaningful discussion occurs within Sage City's small groups, which are formed within the villages based on business role and Sage products. Sage will provide initial hot topics for discussion. A group may choose to discuss one or all hot topics provided.

#### What is a chat wall?

Chat walls are whiteboards that will exist in each of the Sage City villages and serve as a hub of activity. Small group outcomes will be displayed on the walls as a visual representation of all of the connections and conversations had during Sage City.

New! Attendees will be able to request new sessions through the chat wall. Sage employees, business partners, and exhibitors will review the requests on the evening of Tuesday, July 23. Accepted recommendations will be transformed into Idea Xchange sessions that continue the dialogue on the morning of Thursday, July 25.

# How do attendees make their way around Sage City?

The Sage City pocket guide will be distributed during registration and easily fit behind attendees' name badges. The guide will contain everything attendees need to know about Sage City. including an agenda at a glance, step-by-step "how-to" instructions, map, and more.

# The Sage City Community

#### How will Sage employees participate in Sage City?

Sage employees will serve various roles supporting Sage City. Conference attendees should be on the lookout for employees to aid with questions surrounding villages, hot topics, chat walls, and more! Point customers to SageSummit.com for more details so they can plan their questions well in advance of the conference.

#### How will customers be involved?

It's all about the customer! Customers will pick their village based on business role and Sage product. Then share experiences, questions, and more with fellow attendees surrounding hot topics—all with the goal of finding better, more efficient ways to work.

#### How are business partners and exhibitors involved?

Business partners and exhibitors can participate at Sage City in a couple of different ways. They can choose a village, Sage product, and hot topic in the same manner as customers. More importantly, we encourage partners to serve as village hosts, who are small group facilitators that lead discussions around the hot topics involving everyone. Once customers have selected a village and Sage product, partners will be there to help them find a place to meet, start the conversation, and report back on group findings.

New! Once customers depart from Sage City on Tuesday, July 23, business partners, exhibitors, and employees will remain to review the new session requests from customers. Sessions will be selected, and business partners, exhibitors, and employees will be assigned to each to create Idea Xchange sessions for the morning of Thursday, July 25.



# Before the Event

#### What can customers do to contribute to a successful event?

We will be requesting customers submit hot topics during the registration process. Hot topic recommendations from customers will be converted into the actual Sage City hot topics. Customers should be on the lookout for the question during registration to help Sage build the Sage City they want to see.

## How can business partners and exhibitors help?

Partners will have the unique opportunity to actively engage with customers during Sage City. During registration, partners will be asked if they are interested in becoming Sage City village hosts. Village hosts do not need to be experts in hot topics but should be willing to get involved by sharing ideas, experiences, and perspectives with our customers. Sage will provide instructional directions to all village hosts prior to the start of Sage City.

New! Not only will partners and exhibitors serve as Sage City village hosts, but many will also have the opportunity to facilitate Idea Xchange sessions on Thursday morning, July 25. These follow-up sessions continue the discussion on the most popular topics from Sage City.

# What can customers, business partners, exhibitors, and employees do prior to the event to start connecting?

Get social! Sage Summit has an active social media presence 365 days a year to help the Sage community make connections.

- Twitter: @Sage\_Summit use hashtag #SageSummit
- Facebook: "Like" Sage Summit
- LinkedIn: Join the Sage Summit group
- Download the Sage Summit mobile app (coming in June)

Information is subject to change.