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23



the starr conspiracy



Know before you **show**

The big book of Work Tech events, 2023



INTRODUCTION

A brief history of live events in **Work Tech**

Since the first Work Tech startup emerged from the primordial soup millions of years ago, in-person events were a key part of any growth strategy.

Events work because they allow you to establish a human connection, and, as we know, buying decisions are often disproportionately driven by, “I like that salesperson better than that other salesperson.” Events allow charisma and human connection to compensate for shortcomings in brand, sales, marketing, product, or customer support.

However, events aren’t just about selling stuff. Why you go to events and what you get out of them vary depending on your growth stage.

Startups	Growing/Scaling	Established Player
<ul style="list-style-type: none">• Building pipeline• Selling stuff• Meeting investors• Getting on the radar• Figuring stuff out	<ul style="list-style-type: none">• Showing momentum• Advancing mid- and late-stage deals• Building brand awareness• Meeting analysts and influencers• Shading competitors	<ul style="list-style-type: none">• Brand flex• Advancing mid- and late-stage deals• Throwing a kick-ass party• Wining and dining analysts and influencers

Well, if we all learned anything in 2022 (other than we should have saved more money and hired fewer people), it was that live events were back in Work Tech after the pandemic pause; attendance equaled or surpassed pre-pandemic levels. It seems we were all tired of sitting around in our sweatpants Zooming each other and slowly going out of our minds. We were all ready to see people again. Human connection triumphed once again.



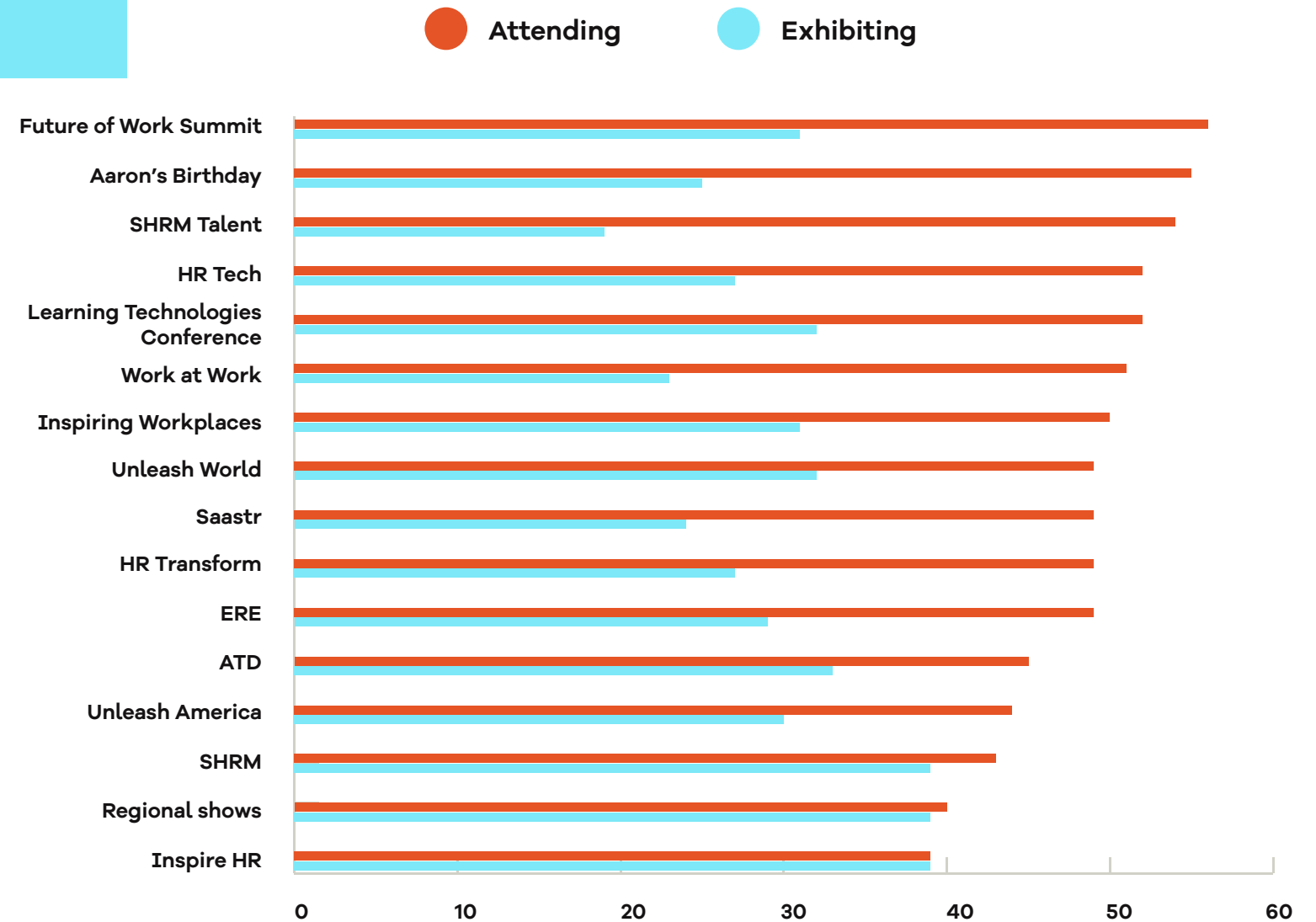
What do you want to know? Survey says ...

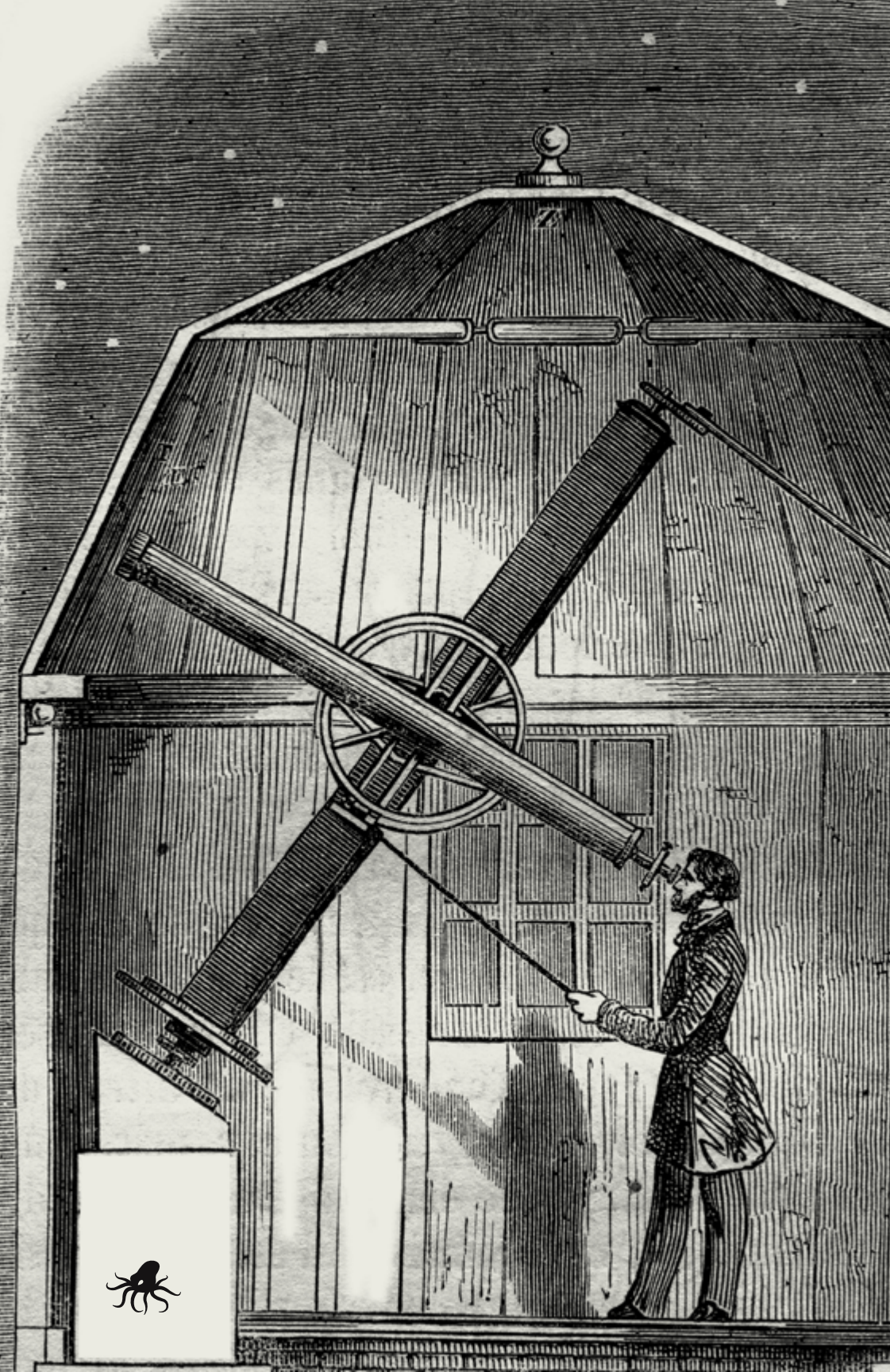
In 2023, what do you need to know before you show?

The Starr Conspiracy conducted a readership survey in our community of Work Tech professionals and asked them what they wanted to learn more about. More than 300 people responded.

Thirty percent said that they wanted to learn more about industry event strategy – which was more than for content marketing, digital media, PR, and marketing trends. If you are looking for a signal in the market that events are back and better than ever, here you go.

Respondents also shared where they plan to exhibit and attend.





So, should you use that as your events list for 2023? Absolutely not.

There is no “best practice” list for events. What is *your* practice? Keep in mind the following steps when defining your event strategy:



What are the big shows in your market category? Knowing the big general industry shows is a good starting point. But what about your specific category? Are there shows specific to a geo or industry vertical that would offer a better opportunity?



What’s your growth stage? Early-stage startups, fast-scaling mid-stage companies, and power players all have very different approaches, needs, and goals depending on what they need to accomplish.



Where are your prospects and customers? It would behoove you to cloud the situation with some facts. Do your market research (consider surveys, customer interviews, win-loss analysis, and similar tools.)

Getting granular

Start with your category and know the big shows for companies like yours. If you're a payroll company, you obviously won't get much out of the Learning Technologies Conference. Next, remember that some events are better to attend than to exhibit at. When we analyzed our survey respondents' by company size, we found some interesting differences in their approaches to shows.

Top Work Tech events — attending, by company size

Small (1-99 employees)	Mid-size (100-499 employees)	Upper mid-size (500-999 employees)	Large (1,000+ employees)
<ul style="list-style-type: none"> • Learning Technologies • UNLEASH America • Regional shows • ERE • ATD 	<ul style="list-style-type: none"> • Future of Work Summit • Inspire HR • Learning Technologies • HR Transform • SHRM 	<ul style="list-style-type: none"> • UNLEASH America • Learning Technologies • SHRM Talent • Future of Work Summit • Inspire HR 	<ul style="list-style-type: none"> • Future of Work Summit • SHRM Talent • HR Tech • Learning Technologies • World at Work

Top Work Tech events — exhibiting, by company size

Small (1-99 employees)	Mid-size (100-499 employees)	Upper mid-size (500-999 employees)	Large (1,000+ employees)
<ul style="list-style-type: none"> • Future of Work Summit • UNLEASH World • SHRM • SHRM Talent • HR Transform 	<ul style="list-style-type: none"> • Regional shows • HR Tech • SaaStr • Learning Technologies • World at Work 	<ul style="list-style-type: none"> • UNLEASH World • SHRM • Inspiring Workplaces • Regional shows • SaaStr 	<ul style="list-style-type: none"> • Inspire HR • Regional shows • SHRM • ATD • UNLEASH World



Our hot takes



Opinions? Yes, we have a few. Your show strategy needs to encompass not just your category and your growth stage, it needs to factor in what you are trying to accomplish:

- Do you need to get early-stage traction in sales and brand awareness?
- Do you need to engage analysts and influencers?
- Do you need to advance mid- to late-funnel deals?
- Do you just need an expensive seafood dinner and a few-too-many cocktails?

We don't judge. We got you covered.

WHAT ABOUT VIRTUAL?

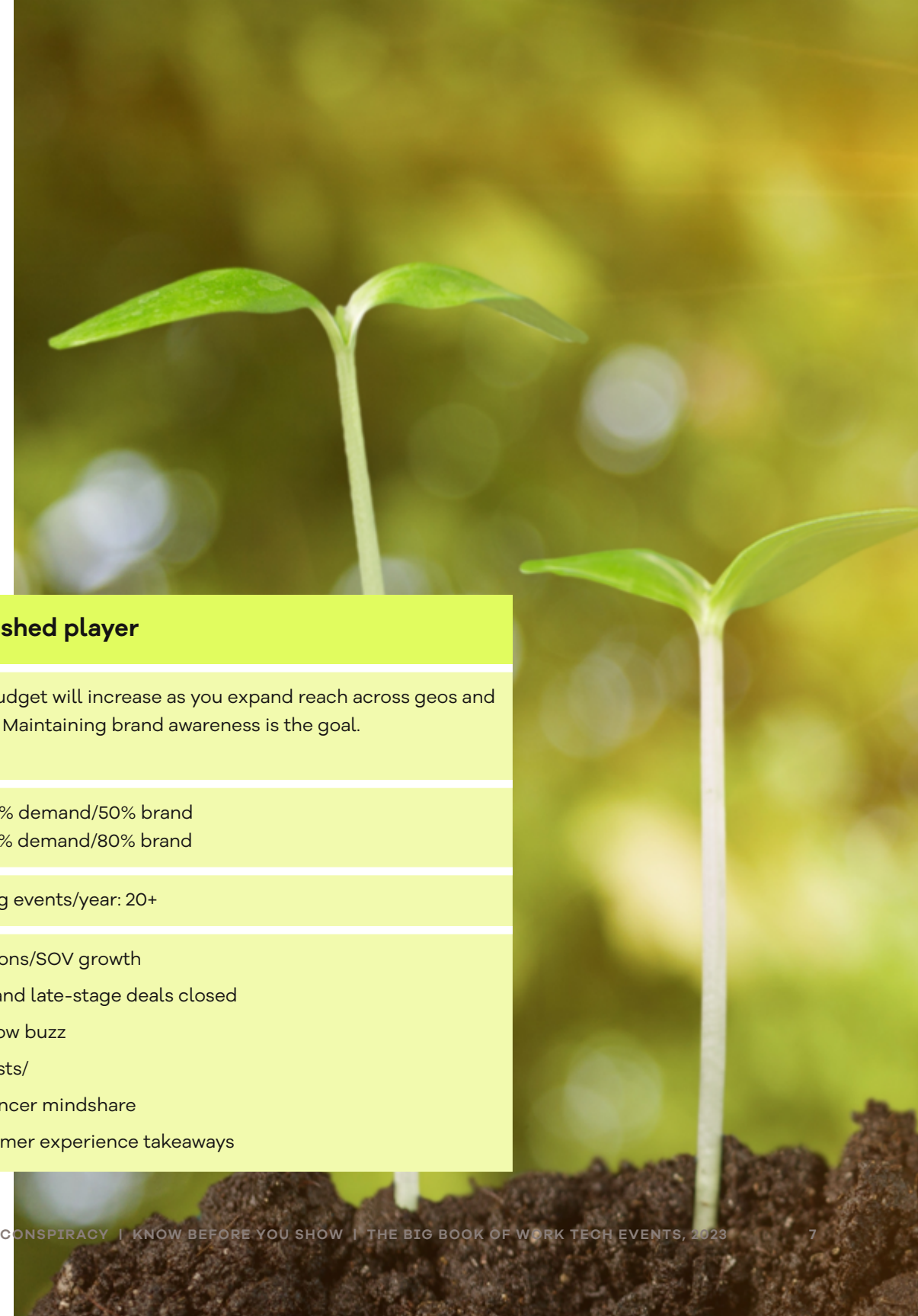
Do virtual conferences still have a place in the event mix? Absolutely. For learning opportunities, vendors should continue to keep virtual conferences in the game (such as HCI's virtual conference lineup and HR Tech's virtual conference). The same is also true for customer and prospect learning opportunities. However, from a "taking care of business" perspective, in-person events will be a bigger part of your spend in the next two years than in the past two years.

Best shows for ...	Talent/Learning	Talent Acquisition	Employee Engagement	Benefits	General HR
Selling	• ATD	• ERE	• World at Work	• HRE Health and Benefits Leadership Conference	• UNLEASH World
Networking	• Brandon Hall Excellence	• TA Week	• Inspiring Workplaces	• EBN Benefits at Work	• HR Tech
Learning	• Learning Technologies	• ERE	• HCI Rewards and Recognition (Virtual)	• EBN Benefits at Work	• Future of Work Summit
Brand awareness	• SHRM Talent	• SHRM Talent	• World at Work	• SHRM	• HR Tech
Partying	• HR Tech	• RecFest	• World at Work	• HRE Health Benefits Leadership Conference	• UNLEASH World



Show strategy needs differ by growth stage

Understanding your market category and growth stage gives your event thinking a direction. However, bringing your strategy into focus requires clear goal definitions. These also will vary based on your growth stage.



Startup player	Growing/scaling player	Established player
Events will probably be a larger percentage of your early-stage growth budget. You are better off exhibiting big at one event than going smaller at many events.	Events will probably be a smaller percentage of your overall budget. You need to expand your reach and increase your brand awareness focus.	Events budget will increase as you expand reach across geos and verticals. Maintaining brand awareness is the goal.
Value: 80% demand/20% brand	Value: 50% demand/50% brand	Value: 50% demand/50% brand Value: 20% demand/80% brand
Exhibiting events/year: 1	Exhibiting events/year: 3-10	Exhibiting events/year: 20+
<ul style="list-style-type: none"> • Pipeline growth: amount/percentage, deal amount • New contacts added • Investor/influencer meetings • Media mentions • Off-the-scorecard: What did you learn? 	<ul style="list-style-type: none"> • Mentions/SOV growth • Mid- and late-stage deals closed • Analysts/ influencer meetings • YOY brand power growth • Customer experience takeaways 	<ul style="list-style-type: none"> • Mentions/SOV growth • Mid- and late-stage deals closed • At-show buzz • Analysts/ influencer mindshare • Customer experience takeaways



Strategy? Check. Tactics? Think checklist.

A strategy is a good start, but just showing up isn't enough. You need a plan, and specifically a pre-, at-, and post-event strategy to help you reap the most benefits from creating this experience.

The key is an integrated approach across brand, marketing, sales, product, and customer success.



Pre-show



At-show



Post-show





Pre-show



At-show



Post-show

Budget

- Sponsorships/booth space
- Booth design/drayage
- Travel
- Hotel
- Meals/entertainment/per diems
- Gear/swag
- Media promotion
- Client and prospect dinners/gifts

Team

- Sales team
- Marketing/social media/event staff
- PR/AR team
- Booth team (SDRs, project management)
- Account execs/customer contacts
- Product leaders
- Senior executives

Sales outreach

- New prospects on the show list
- Named accounts
- Existing prospects
- Advance mid-funnel deals

Booth experience

- Event concept
- Booth design
- Gear/swag
- Production
- Transportation

Awareness plan

- Campaign promotion (prospects/opportunities/customers)
- PR, especially announcing something newsworthy ahead of an event
- Analyst meeting/briefings
- Media

Digital media plan

- House list: Customer/prospect promotion
- Paid media: Social media, event email list, industry publication promotions

Customer experience

- Which customers will be there and what are their needs (and your opportunities)?

Expo floor experience

- Booths, workshops, speaking opportunities, meetings

Sales experience

- Sales enablement materials, such as demos and product sheets/decks, pitch scripts

Digital media experience

- Social media campaigns and promotion to owned and paid channels (hashtags, social media posts, paid ads, emails, blogging, podcasting)

Learning experience

- Attending sessions, speaking opportunities, meetings with thought leaders

PR/analyst/influencer experience

- Analyst briefings, media opportunities

Customer experience

- Customer roundtables, speaking opportunities, product focus groups and feedback, customer advisory board meetings, expansion and new sales, entertainment, networking

The party experience

- Sponsor, host, or attend official (and unofficial) events

Follow-up strategy

- Customers
- Prospects
- Opportunities
- Analysts/influencers
- Media/PR

Social media wrap-up

- Your blogs, social, podcasting properties

ROI measurement

- Earned media mentions (social media engagement, industry publications, analysts, PR, media)
- Share of Voice change vs. key competitors
- New opportunities/pipeline (\$/%/#) creation
- Number of new contacts
- Paid media conversions
- Brand measurement research

Event post-mortem

- What did you do that absolutely crushed it, what should you keep doing, what should you stop doing, what do you need to improve on



PR/analyst strategy: Our 11 ways to realize greater ROI

PR is heavily weighted toward brand awareness, brand perception, or momentum. Activities are all about building relationships and announcing newsworthy events (funding, growth events, partnerships, and the like). For early-stage companies, it's key to demonstrate investor readiness. As you grow, it's more about amplifying what you're doing across CX (brand, marketing, sales, products, and customer success).



HOW DO YOU DO PR RIGHT? HERE ARE 11 HOT TAKES FROM OUR TEAM:

1

Find a way to communicate with attendees. PR is more successful during the pre-show phase with a big announcement or a message that invites others to have a conversation at the event.

2

Be realistic about what you're doing that's newsworthy. Every vendor has something to say at an event. It's harder during a big conference to make a big announcement, unless it's a BFD. Acquisition? Funding? New product launch? IPO? What high-value information will cut through the noise of an event? Remember that everyone will have something to say on the expo floor.

3

Know how to leverage your CEO. If you have a marketing goal for the CEO to become a thought leader, put the CEO in front of journalists, not analysts.

4

Know that no one gives a st about your booth.** Sorry. That's the truth. If you have a big booth, that's not newsworthy. If you want coverage of your booth, it had better be legendary (like **Sonar6's** cardboard box booth). A second level or a bigger screen isn't legendary.



5

Base your analyst strategy on your brand's maturity. If you're ready for that jump from mid-market to enterprise, talk with analysts to tell them you're enterprise-ready and why. If you're a startup, even getting a mention in an analyst's post-show blog can be a big win.

6

Get speaking opportunities and make connections in advance. If you'll already be there, pair up with someone for a panel, host a keynote or expo session, or sponsor the event. Leverage your clients as well. (Note: Because of the selection process, your speaker strategy must begin at least a year in advance.)

7

Leverage SMEs to your advantage. Some of the most important PR work is identifying the press, analysts, and influencers that are attending, and scheduling a conversation for a briefing, interview, or even just a drink. The most important role is managing the relationships for the prospective audiences through analyst and influencer relations — but it's critical to get going on this well in advance.

8

Lean on PR professionals. There's a lot of benefit to having a PR specialist on the ground with you — they're trained to spot the TechCrunch journalist in the crowd whom you may not know. They can handle the logistics with the press, so your CEO or spokesperson only needs to show up and share their wisdom. PR specialists can also give action reports, to ensure the analysts understood the brief. They'll know when to close the loop and take further action.

9

Know how to win on social media. Posting consistently about your brand and role at the conference is easy, free PR. It's all about nurturing your relationships. Dedicate an individual or team to take control of your social media presence throughout the event. Don't just post on LinkedIn; it's the least instantaneous channel. Leverage tactics such as Instagram Stories, hashtags, and live Tweeting.

10

Close strong. A great at-show meeting is meaningless without follow-up. It's critical to identify the people you missed post-event or need to follow up with.

11

Integrated plan. Use PR to amplify the same message you have in your booth, in sales conversations, on your sponsored materials, and in your paid/owned marketing strategy. Appear to be everywhere by adding PR.



Creative: Our 10 hot takes to optimize your event UX

Sure, generating leads will always be the ultimate marketing goal. But don't forget about the impact of a meaningful moment by focusing solely on ROI. Be intentional about your design and consider how people will spot your booth, be enticed by it, and flow through your booth to your sales reps.

1

Start early. Want to save money? Want to avoid headaches? Start your planning early. Sponsorships and booth inventory tend to disappear the closer you get to the event. All of your costs will go up. And, your people will be stressed to the max. Fail to plan, and plan to spend a butt-load of extra money.

2

Look at your booth as a brand awareness opportunity. Some of the most successful booth designs are the ones that are simple and set your brand tone — your colors and imagery. Many successful booths don't even have copy or product information; they demand a 1:1 connection between the vendor and the audience.



Paradox has dominated this strategy year after year, using an Apple store-esque beauty of a structure. It's hard to miss a glowing, welcoming blue and white box in a sea of bright colors and moving parts.

3

Don't make it awkward. Forcing your sales reps to stand on the edge of your space and awkwardly make eye contact with passersby probably isn't the best bet. The trade show might be a lead-gen activity, but your booth and socially awkward staring aren't the vehicles for getting there. Design to drive attendance, and don't expect your booth to magically fix your functional association or pump all the product specs.



4

Think about the functional flow — how people will walk around an expo floor and around your booth. For your booth, it's critical to have multiple ins and outs. Don't force visitors to need to make a big commitment to walk all through the booth to find the right person to get information from. Instead, direct people to help them naturally navigate the space — and be aware that people don't always follow the marked pathway.

5

Know how to really draw attention. What would draw you to a space? You can build a fantastic experience for any brand. Events give you even more of an opportunity to stretch beyond what you typically produce for other aspects of your marketing. A trade show experience should be like a badass campaign on steroids, and you should lean into letting your brand freak flag fly. Maybe that means doing something different with your hanging sign that makes it easy to spot in the sea of booths. Maybe it's simply where you're located on the expo floor, placing the biggest, baddest booth right in front. If you're a smaller player, think of different kinds of activities that actually make you want to stop at a tradeshow booth (see No. 9).

6

Nothing draws a crowd like a crowd. What would draw a line to your booth and make people wonder what they're missing out on? **MasterClass at Work** hit a home run with this tactic in their first year of exhibiting at HR Tech. They welcomed MasterClass hosts Penn & Teller at their booth for a magic show and a meet-and-greet (who knew that Teller actually talks?) This drew a crowd that no one could ignore.



7

Rethink your booth swag. You don't need to do something extravagant. Think fun. Think about telling a story. How can you turn that product or item into your value proposition? Example: **Awardco** created stickers that adults actually wanted, while speaking to their employee recognition brand. These are the small and meaningful attention grabs that get the conversation going. Also ask yourself: Is this something that's easy to pack? We all have too many mugs at this point. Doesn't matter if it's a Yeti; it ain't fitting in my carry-on.



8

Bottoms up. Alcohol will always be a booth driver. Just make sure you aren't running afoul of any event guidelines.

9

Fk miniature golf.** Like seriously. No one ever needs to do that in a booth again. Ever.

10

Follow up thoughtfully. Email spamming with a generic "Thanks for visiting us at [event name]" will go straight to the trash. Instead, think handwritten notes. Direct mail is highly underutilized.





MONEY TUBE

Digital media: The big 4 opportunities for events

Live events may be all about the human connection, but you're leaving money on the table if you aren't integrating digital media into your pre-, at-, and post-event touchpoints. Start by thinking outside the box to create experiences for your prospects and customers alike, then put all the support you can into paid media to get the word out there. Here are four big opportunities.



1

Understand that pre- and post-event media should be owned, not paid.

Every member of your house list should know what event you're at, where to find you, and why they should come to talk to you. Start email nurture and social media promotion early. Give them a reason to stop by. What's your offer? How does it tie into your concept?

2

Focus on paid social channels for prospecting. Target people based on who's following the conferences, related hashtags, or the influencers you know will be there. Set up segmented campaigns and ensure that people know exactly where to find you. Especially with the big players — the ones who have thousands of followers across their social media channels — it would be a huge miss to not get your message in front of them.

3

Create FOMO. Make people afraid *not* to visit your space. A strong paid media strategy is the foundation for the success for your experiential activations. Hype the F outta your sponsorships. Make your booth seem like a magical world that will transform their existence.

4

Leverage all the tech. There are lots of new ways to create experiences that also allow new ways to market those experiences for your brand and product at events.

- **Be thoughtful about display ads.** Is your brand doing something super cool at the conference? Great, drop some display ads on the homepage of a big-time industry pub. Launch ads to show off that you're doing something so freaking awesome and attendees absolutely need to stop by. It's worth noting that for display ads to be effective, you need to hit users 8-20 times. This strategy only works when you have a specific TAL or a lot of budget that allows for a high frequency.
- **Use geofencing campaigns — but keep in mind the limitations.** A whole lotta people are staying at the Mandalay that probably aren't there for HR Tech and will blow past your ad. For the same reason as for broad targeted display ads, we recommend this strategy for more established players who have the budget allocation.
- **Book placements in industry publications for an "industry takeover."** Most of the events within the Work Tech world are hosted by brands that also have publications: Think SHRM, HRE, ATD. Outside of the typical event sponsorship package, publication placements can create the effect that your brand is everywhere. Host a virtual webinar, send some eBlasts, get newsletter placements, put your ads on the publication website — all before, during, and after the event. This way, your brand is consistently top of mind. Be sure to test and validate that the publication is able to reach your ICP before you book the takeover.



- **Crank up digital to drive event lead-gen.** Have a webinar coming up? Awesome, set up LinkedIn lead-gen forms where everyone who signs up gets a free goody bag.
- **Maximize event sponsorships.** Let the world know when they're searching around the event that you'll be there, and they need to come to your booth.
- **Send personalized messages.** Use LinkedIn conversation ads and email to drive booth traffic. Make them feel like they've been personally chosen and invited to stop by — and that they already know a face that they can go to.



Customer experience: 5 things to remember



You pour lots of time, budget, thought, and work into aspects of your brand, sales, and marketing when you're planning for an event. How much time do you spend thinking about your customers? Maybe an appreciation dinner for a few? Buy a drink — or five? Well, if you aren't maximizing your face-time with your customers at events, you aren't just missing a great opportunity to grow your relationships, you're putting your business at risk. In 2023 when net-new logo acquisition will be difficult, expanding share-of-wallet with existing customers is the path to growth.



HERE ARE FIVE IDEAS TO CONSIDER:

1

Create moments of delight: Regarding events, let's say the quiet part out loud: Business travel kinda sucks. You know what I mean. Red-eye flights. Long security lines. Middle seats. Lost luggage. By the time you get to your room, you may have put in a full day.

That's where the room drop comes in. Think about your customers. What can you do to make them smile and take off a bit of the edge? Be thoughtful. Be personal. Be creative. Think about the experience. Remember to deliver on presentation, with a strong brand tie-in for you. Oh, and fruit baskets are overrated.

2

Conduct customer roundtables. If you want happier customers, get them to talk. There's lots to talk about.

- **Facilitate discussions around industry trends and how they're affecting their business.** This is a great way to get people talking.
- **Get customers to share their success stories and best practices.** How are they using your products? What are some hacks that work?
- **Discuss common challenges and pain points customers face in their day-to-day operations.** This could be a good opportunity to brainstorm solutions and identify areas for improvement.
- **Host panel discussions with industry experts and thought leaders.** It's a great opportunity for customers to gain new perspectives and insights.

- **Meet with your Customer Advisory Board (CAB).** These are valuable sources for gathering customer feedback and insights, building relationships, and increasing customer loyalty. Because your CAB includes your power users and reference customers, it's a group of powerful advocates to have on-site to meet with key prospects and to advance mid-funnel deals. If they weren't planning on attending, it might even make sense to cover their travel costs to get these individuals to the event.
- **Solicit product feedback.** Even if you aren't conducting a full-on CAB meeting at an event, meeting with customers to gather feedback and share ideas about your product roadmap is still a valuable investment of time. You can find out more about the features and functionality they want (and maybe aren't asking for) and take advantage of opportunities to improve your customer support and success.
- **Conduct case study interviews.** This is a great opportunity to lower production costs for getting these on video. If you can knock out a dozen or more customer interviews and only pay the day rate for a video crew, that's a huge ROI win.

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Conclusion



It's becoming more important than ever that marketers go above and beyond to break through the noise at events. Many organizations have a siloed approach to these different channels, instead of using them together in a holistic approach, which has much more impact.

One last thought: Think back to the last conference you went to. Feeling high energy the first day and the excitement and relief that your booth is done. You get into the networking groove. You have some fun dinners and drinks. Then you get the hangover (figuratively and maybe literally from those dinners). Everyone knows the feeling of the event hangover, and this is normally when you get back to your actual or virtual offices to follow up and ... nothing happens. Don't let that be you. The ROI in your investments only happens with the follow-up. That's another e-book.

Best of luck in 2023!



Need help with event strategy,
PR and digital support, or booth
experience? **Let's talk.**



Contact us today



About The Starr Conspiracy

Put people first and everything else grows. Your mantra is our mission. To build better experiences for employees, customers, and shareholders, get a partner that gets it. The Starr Conspiracy is an experience agency for brands that put employees first to drive business value. For over 20 years, our analysts, consultants, and marketers have been at the heart of the Work Tech industry, building some of the world's most purpose-driven brands. We have the expertise to create defining moments that will transform your business.

Learn more at thestarrconspiracy.com.



The Starr Conspiracy is a full service marketing agency. We have the expertise to create defining moments that will transform your business.

Strategy

Brand strategy
Positioning
Brand & product naming
Go-to-market strategy
Growth strategy
CX and EX strategies
Integrated marketing strategy

Message

Competitive evaluation
Persona development
Applied messaging
Enablement
Testing and validation

Brand

Logo & visual identity
Brand & style guidelines
Brand & competitive audits
Collateral development
Event experience

Research

Brand/buyer research
Customer analysis
CX and EX research
Competitor analysis
Conjoint pricing analysis
Buyer journey mapping

Development

Website design
Wireframe development
User interface (UI)
User experience (UX)

Content

Content strategy
Editorial Calendar
Thought leadership
Content marketing
Video storytelling
Sales enablement
Promotional copy

Design

Campaign development
Outdoor
Broadcast & video
Packaging
Custom photography
Custom illustration

Digital

Media planning & strategy
Reporting & analytics
Media management
Vendor relations
SEO strategy & execution
Comprehensive audits

Public Relations/Analyst Relations

Pitching
Product & company launches
Speaker placements
Awards and sponsorships
Contributed articles
Pitch deck development
PR audits & strategy recos
Media monitoring
Media training
Media list development
Topic research



Events index

ATD

May 21-24, 2023
San Diego Convention Center
San Diego, California

Brandon Hall Excellence

General Work Tech
January 31-February 2, 2023
Hilton West Palm Beach
West Palm Beach, Florida

Consero

Talent Acquisition

DevLearn

Talent/Learning
October 25-27, 2023
The Mirage
Las Vegas, Nevada

Inspire HR

General Work Tech
October 5-7, 2023
Nashville, Tennessee

Future of Work Summit

General Work Tech
June 1, 2023
New York, NY + virtual

HCI Conferences

General Work Tech

HR Technology Conference and Expo

General Work Tech
October 10-13, 2023
Mandalay Bay Hotel
Las Vegas, Nevada

ERE

Talent Acquisition
May 22-24, 2023
Sheraton San Diego Hotel & Marina
San Diego, California

Inspiring Workplaces

General Work Tech

Learning Technologies

Talent/Learning
May 3-4, 2023
ExCeL London
London, UK

RecFest

Talent Acquisition
September 13-14, 2023
Bicentennial Park
Nashville, Tennessee

SaaStr

General Work Tech
September 6-8, 2023
San Mateo County Events Center
San Francisco, California

SHRM National

General Work Tech
June 11-14, 2023
Las Vegas Convention Center
Las Vegas, Nevada

SHRM Regional Shows

General Work Tech

SHRM Talent

Talent/Learning
April 16-19, 2023
Orlando World Center Marriott
Orlando, Florida



Sourcecon

Talent Acquisition
April 12-13, 2023
Hilton Anatole
Dallas, Texas

Talent42

June 27-28, 2023
Bell Harbor International Conference
Center
Seattle, Washington

Transform

General Work Tech
March 27-29, 2023
MGM Grand
Las Vegas, Nevada

UNLEASH America

General Work Tech
April 26-27, 2023
Caesar's Forum
Las Vegas, Nevada

UNLEASH World

General Work Tech
October 17-18, 2023
Paris Expo Porte de Versailles
Paris, France

World at Work

Employee Engagement
June 12-14, 2023
San Diego Convention Center
San Diego, California

Gartner Digital Workplace Summit

General Work Tech
June 12-13, 2023
San Diego, CA





By Callie Kloenne and Aaron Delgaty

With Ashley Bernard, Bailey Blanchone, Nancy Crabb, Kara Goldberg, Lance Haun,
JJ LaPata, Kevin Mangum, Michelle Parke, Erin Sanders, Steve Smith, and Tony Spangler

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