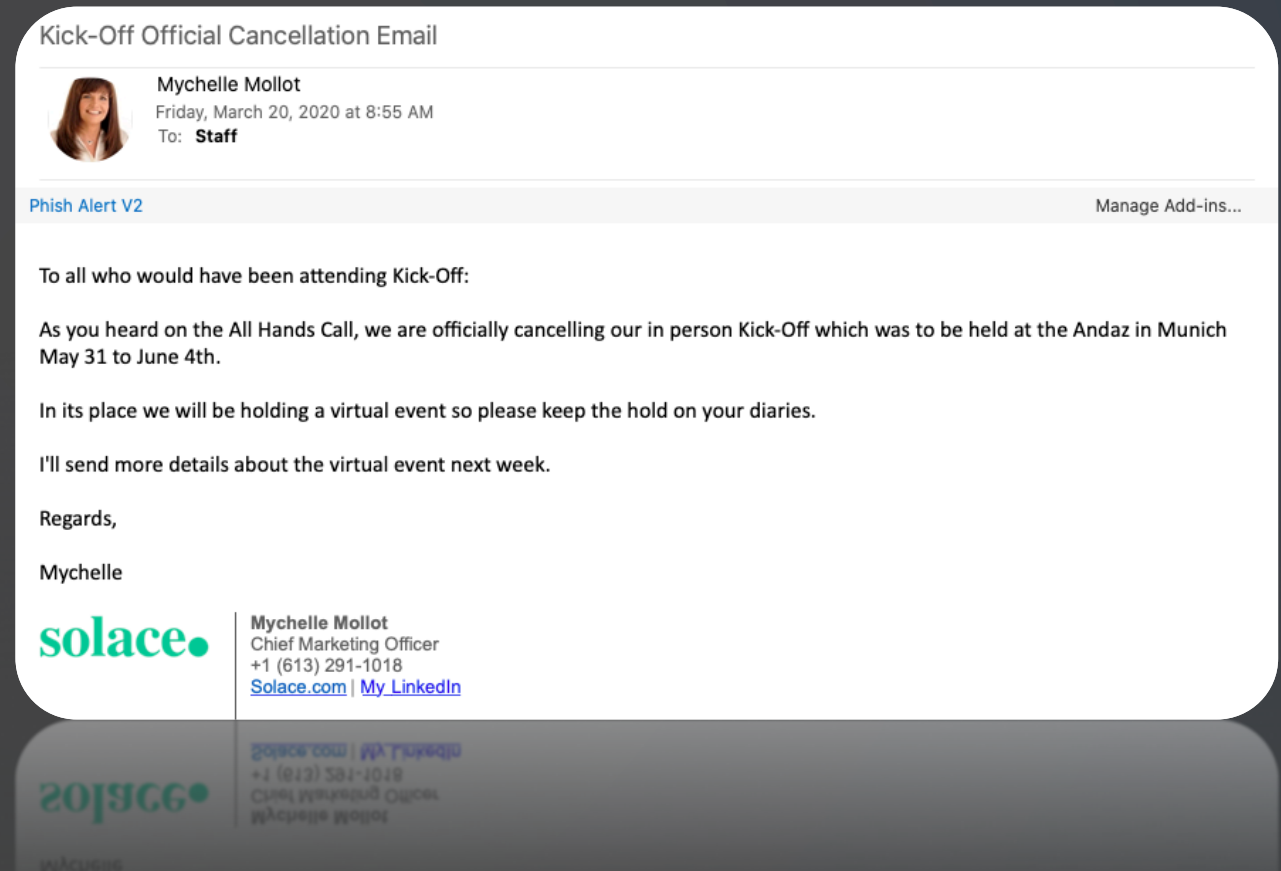


# MEETING CANCELLED...

## Situation:

What to do when a company meeting is cancelled due to Covid-19?

The meeting, in the works for months, would have involved 200+ attendees traveling to Munich from all around the globe, for a week of learning, strategizing and socializing.

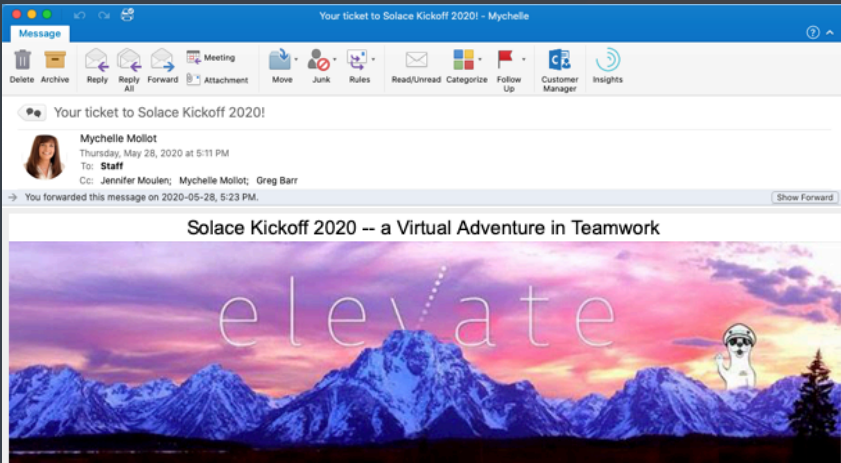


# PLAN B - VIRTUAL MEETING

## Challenges:

- Create alternative virtual event & destination to replace 5 Star hotel and event space in Munich, Germany
- Experience: Blend between learning and social, making it fun, interactive and to provide entertainment
- Technology: Streaming video, on-demand video content & virtual presentations
- Security: Gated proprietary content but make everything easily accessible
- Timeframe: 6 weeks
- Time zones: APAC, Americas, EMEA





# THE JOURNEY BEGINS...

- Lead up emails, invitations and custom boarding passes
- Teaser content
- Microsite URL and registration info

The marketing team has been hard at work on a virtual Kickoff journey that is part education, part virtual socializing, part entertainment and part networking.

## Step 1: Pre-boarding

Click the boarding pass to enter the event site. Once there, set up a password so you can see what we've lined up. (Taking the time to pre-board will ensure you have the access you need to participate next week.)

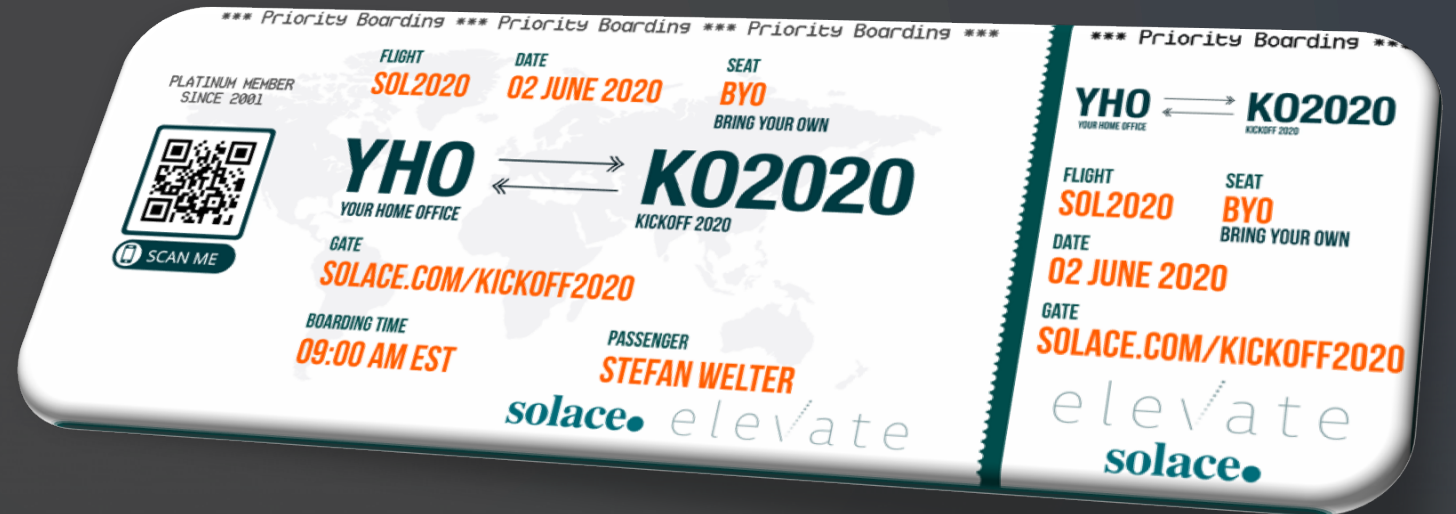
## Step 2: The Flight

Put on your virtual seatbelt, raise your trays and get ready for your first digital Kickoff journey. While in flight, check out the agenda, bios of our guest speakers, fun challenges, games and entertainment in the virtual lounge. *(Note that many of the links will go live only with the start of the event on Tuesday.)*

See you all next week!

Sincerely,

Mychelle & Tim

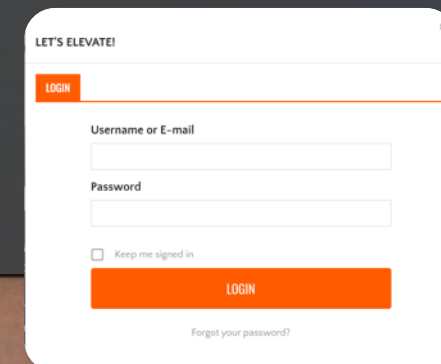
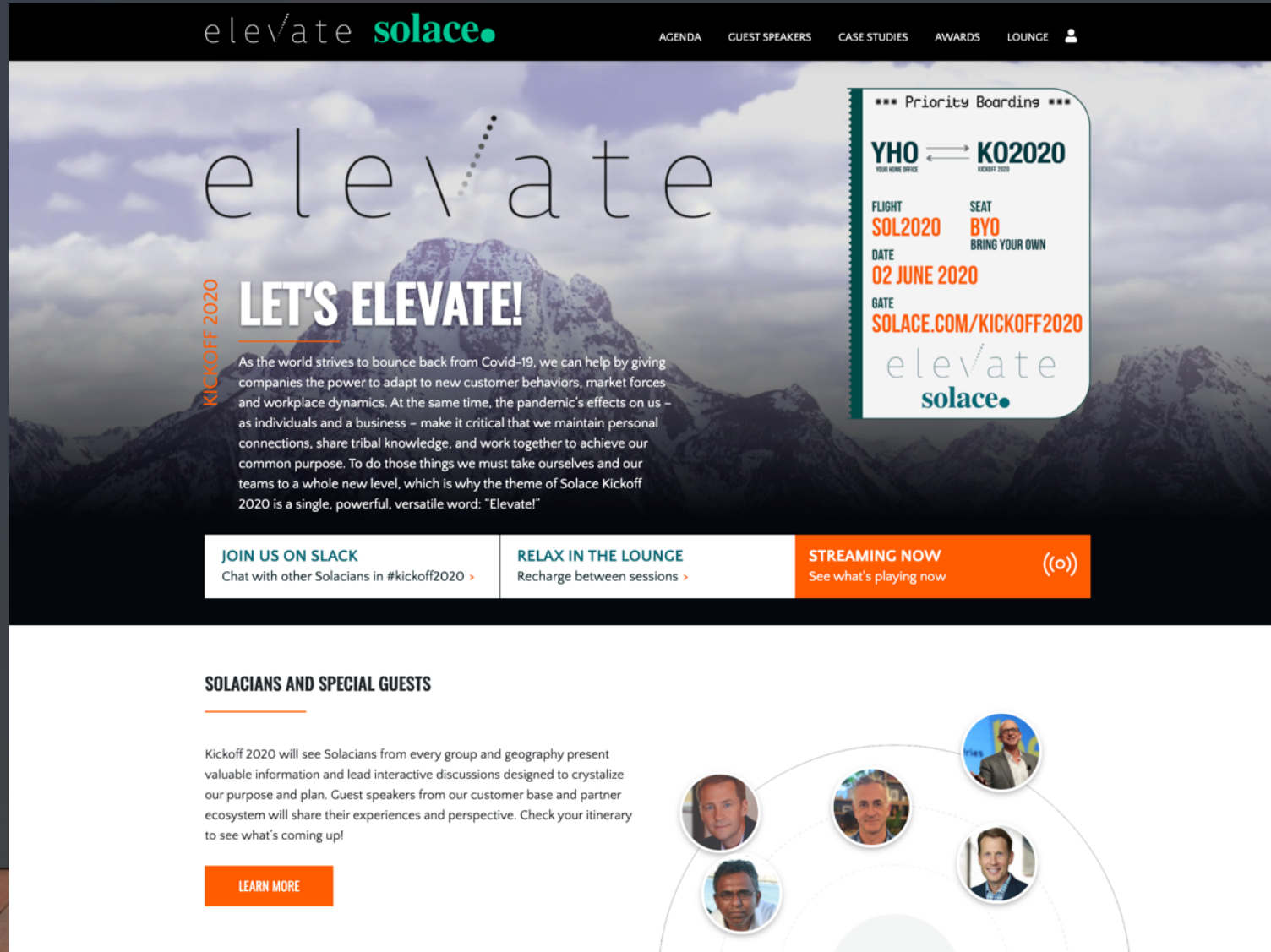




Custom, gated, micro-site developed with unique branding and design elements

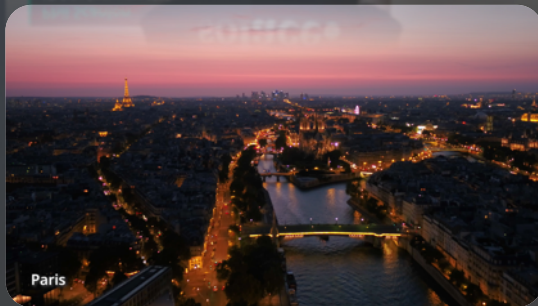
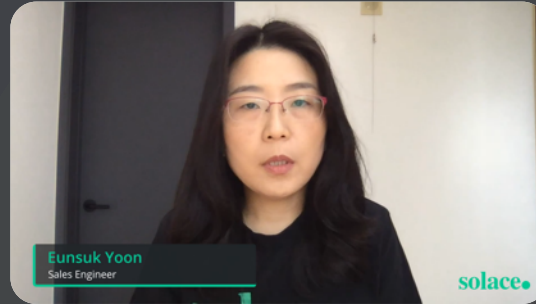
# CONTENT

- Agenda
- Guest Speakers
- Case Studies
- Awards
- Lounge
- Live Music & Playlist
- Login/Profile
- T-shirt order
- Boarding Pass





# KICKOFF INSPIRATIONAL VIDEO



- Sound bites from team members
- Aerial footage of global office locations
- Introduction of “Elevate” theme
- Voice over narration

## KICKOFF 2020 AGENDA

This week Solacians from every group and geography present valuable information and lead interactive discussions designed to crystalize our purpose and plan, and guest speakers from our customer base and partner ecosystem will share their experiences and perspective.

Note: Times are listed in EDT.

**STREAMING NOW**  
See what's playing now

**JOIN US ON SLACK**  
Chat with other Solacians in #kickoff2020

**YOUR KICKOFF T-SHIRT!**  
See instructions and pick out

TUESDAY 2ND	WEDNESDAY 3RD	THURSDAY 4TH	FRIDAY 5TH	MONDAY 8TH
<p>9:00-9:05 AM EDT</p> <p><b>Intro Video And Welcome</b></p> <p>Solly</p> <p>WATCH RECORDING</p>				
<p>9:05-9:45 AM EDT</p> <p><b>Elevate Solace</b></p> <p>Denis King</p> <p>What it means to elevate, and what I expect from the team in 2021</p> <p>WATCH RECORDING</p>				
<p>9:45-10:15 AM EDT</p> <p><b>Elevate Our Business Plan</b></p> <p>Ken Wigglesworth</p> <p>The world we are operating in, and our 2021 business plan</p> <p>WATCH RECORDING</p>				
<p>10:15-10:30 AM EDT</p> <p><b>Coffee Break</b></p> <p>Chat with fellow Solacians face-to-face.</p>				
<p>10:30-11:10 AM EDT</p> <p><b>Guest Speaker Keynote And Q&amp;A</b></p> <p>Mark Jeffries</p> <p>Author and communication expert Mark Jeffries presents an instantly useable toolbox of innovative communication, connection and influence tools designed to accelerate your business success. From the 3 Cs of Communication, to the power of Tribal Trust, and from your "3 additional jobs" to the BRAINS of Influence, Mark presents a practical and engaging session filled with valuable takeaways, memorable stories and innovative tools and techniques. Mark focuses on how harnessing the Persuasion Mindset allows you to leverage rapid innovation and become the disruptor in an age where every word counts.</p> <p>WATCH RECORDING</p>				
<p><b>AFTERNOON</b></p> <p><b>Breakouts</b></p> <p>Head over to the Breakouts section!</p> <p>BREAKOUT SESSIONS</p>				
<p>5:00 PM EDT</p> <p><b>Americas Virtual Recognition Awards</b></p> <p>Bill Jackes</p>				

## AGENDA

# LIVE & ON-DEMAND PRESENTATIONS

583 min. of video presentations and Q&A's

## KICKOFF 2020 GUEST SPEAKERS

We're honored to welcome a number of special guests who will share their expert and invaluable perspective on our technology and business.



**Mark Jeffries**  
Communicate | Connect | Influence  
Former stockbroker Mark Jeffries has become a multi sought after Keynote Speaker and leading event Moderator/MC across USA, Canada and Europe. Mark has spoken in front of more than 100,000 event delegates, published two books, appeared on Network TV numerous times and now launches his innovative e-learning course - "The Art of Business Influence - Selling without Selling".  
[LEARN MORE ABOUT MARK >](#)



**Norbert Anthony**  
Practitioner & Gamble  
Enterprise Architect and Senior Manager EAI  
Information Technology strategy and leadership in large Global corporations. Leadership roles across several IT domains: SAP/ERP, Enterprise Architecture, Integration (EAI/ESB), Information Security, Network Management and Software development.  
[CONNECT ON LINKEDIN >](#)



**Mark Carr**  
Hong Kong Jockey Club  
Chief Architect  
Focused on ownership and design of technology solutions through architecture life cycle, from initial client briefing, conceptual design, solution engineering, service integration and commissioning, effectiveness monitoring, and finally decommission or transformation. Main knowledge base is enterprise architectures, technology visioning, and systems integration.  
[CONNECT ON LINKEDIN >](#)





KICKOFF 2020

## "10×10" CASE STUDIES

We are nothing without our customers and their successes. Learn here, straight from our rockstar sales teams, in 10 minutes flat, how 10 organizations around the world have benefitted from our technology. (Bonus points if you noticed there's actually *eleven* this year!)

STREAMING NOW  
See what's playing now



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Chat with other Solacians in #kickoff2020



YOUR KICKOFF T-SHIRT  
See instructions and pick out



### BSE

Bombay Stock Exchange lists more companies (5,000+) than any stock exchange in the world, and is the world's 2nd most active exchange for currency options and futures. They're using PubSub+ to link trading system with back-office apps, distribute market data with very low latency.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)



### ANZ

One of Australia's leading banks, ANZ has a considerable presence across Asia, and is known for its expertise in payment processing. They are using PubSub+ to help them implement a microservices-based payment processing application.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)



### Fletcher Building

Fletcher Building manufactures and distributes building products ranging from insulation to cement. They are using PubSub+ to improve the efficiency and customer experience of their distribution system, shifting millions of transactions from analog (phone and face-to-face) to digital.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)



### Les Mousquetaires

Les Mousquetaires is the 3rd-largest retail group in France, representing 4,000 stores including brands like InterMarche, Netto, Brico and Roody. They are using PubSub+ as the event streaming layer of a hybrid integration platform that spans their entire operation.

[WATCH THE SALES TEAM TALK ABOUT THEM](#)



### SBB (Swiss Rail)

The backbone of transportation in Switzerland, SBB is one of the world's most efficient and respected rail companies in the world. They're using PubSub+ as the foundation of a next-gen traffic management and rail control system.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)



### SoftBank

SoftBank, a \$78B multinational conglomerate based in Tokyo, provides broadband, mobile and fixed-line telecommunications services across Asia, among other businesses. They are using PubSub+ to deploy event-enabled enterprise-wide iPaaS.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)



### Airport Authority Hong Kong

AAHK operates and develops Hong Kong International Airport, which is the busiest airport in the world for cargo traffic, and 3rd busiest for international passenger travel. They're using PubSub+ to integrate IoT devices with their IT and OT systems to improve operational efficiency.

[WATCH THE SALES TEAM TALK ABOUT THEM >](#)

# BREAKOUT SESSIONS & CASE STUDIES

- Trackable user data and video analytics

KICKOFF 2020

## BREAKOUT SESSIONS

Customer and Partner Success Presentations

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See instructions and pick out



### Roche

Suresh Jagannathan and Sam Anandhi will talk you through the Roche smart event mesh.

[WATCH THE VIDEO >](#)



### SBB

Jeromin Granat, Head TMS Platform at SBB tells us about their digital transformation with Solace.

[WATCH THE VIDEO >](#)



### Schindler

Florian Zueger walks us through his application of Solace to Schindler's IoT projects.

[WATCH THE VIDEO >](#)



### CIBC

Hear this Solace customer success story presented by CIBC's Enterprise Architect, Daniel Nepton.

[WATCH THE VIDEO](#)



### Accenture

Hear about our strategic partnership with Accenture.

[WATCH THE VIDEO >](#)



### Adapttris

Hear about the Adapttris Solace journey from Founder Jeff Bradshaw.

[WATCH THE VIDEO >](#)



### Koine

Learn more about Koine's success from Jason Machine and Matt Dangerfield.

[WATCH THE VIDEO >](#)





elevate **solace.**

AGENDA   GUEST SPEAKERS   CASE STUDIES   BREAKOUTS   AWARDS   LOUNGE

KICKOFF 2020

LOUNGE

Here you'll find events and entertainment that bring us together...even though we're physically apart.

STREAMING NOW  
See what's playing now

JOIN US ON SLACK  
Chat with other Solacians in #kickoff2020

YOUR KICKOFF T-SHIRT!  
See instructions and pick out

GET YOUR GROOVE ON!

You won't want to miss the musical stylings of our very own Nigel Murphy as he coolly croons classic tunes and crowd favorites both new and old.

TUNE IN AT 3PM ET ON JUNE 3!

SOLACE RADIO

Dead Letter Queue with "Drops of Jupiter"  
by Greg Meldrum, Ben Haig and Michael Davis

F. Chopin etude in F minor, Opus 25 number 2  
by Kaitlyn Wong (Douglas Wong's oldest daughter)

Ari Hermawan:  
my take on an 1995 Indonesian pop song by Dewa19 titled "Cinta kan membawamu kembali"

GAMES & CHALLENGES

GAMES & CHALLENGES

Neon Pong  
Enjoy this brightly lit tribute to one of the first video games ever!

PLAY NOW >

Pac-Rat  
The cute little mouse is starving! Help it eat as much cheese as possible!  
But watch out for the naughty cats that will chase it around the board!

PLAY NOW >

Parking Block  
Get your car out of this crowded parking area by sliding the others out of the way.

PLAY NOW >

WHAT'S ON THE MENU?

Elevated Signature Cocktail  
CUCUMBER SPRITZER

This light and refreshing cocktail combines Ketel One Cucumber Mint botanical vodka with St. Germain and fresh cucumbers to create one tasty libation. The best part is that this cocktail comes in a just under 100 calories, so it is perfect for all you health nuts!

- 1.5 oz. Ketel One Cucumber Mint Botanicals vodka
- 5 oz. St. Germain
- 1 oz. of Sour Mix
- Club Soda
- 4 Slices of seedless cucumber

Put 3 slices of cucumber in the bottom of a mixing tin and combine all ingredients except for club soda. Shake and strain into a wine glass over fresh ice. Top with club soda and garnish with a cucumber slice.

GET MORE RECIPES

Artichoke & Lemon Pasta

TOTAL TIME: Prep: 20 min. Cook: 20 min. YIELD: 6 servings.

INGREDIENTS

- 2-1/2 teaspoons salt, divided
- 1/2 pound fresh asparagus, trimmed and cut into 1-1/2-inch pieces
- 4 cups uncooked bow tie pasta (about 12 ounces)
- 3 tablespoons olive oil, divided
- 1 can (14 ounce) water-packed quartered artichoke hearts, well drained
- 2 garlic cloves, minced
- 1 cup crumbled goat cheese
- 2 tablespoons minced fresh parsley
- 1 tablespoon grated lemon zest
- 2 to 3 tablespoons lemon juice
- 1/3 cup grated Parmesan cheese

DIRECTIONS

- 1. Fill a 6-qt. stockpot three-fourths full with water; add 2 teaspoons salt and bring to a boil. Add asparagus; cook, uncovered, 1-2 minutes or just until crisp-tender. Remove asparagus and immediately drop into ice water. Drain and pat dry.
- 2. In same pot of water, cook pasta according to package directions for al dente. Drain, reserving 1 cup pasta water. Return pasta to pot.
- 3. Meanwhile, in a large skillet, heat 1 tablespoon oil over medium-high heat. Add artichoke hearts; cook and stir 3-4 minutes or until lightly browned. Add garlic; cook 1 minute longer. Add to pasta.
- 4. Add asparagus, goat cheese, parsley, lemon zest, lemon juice and the remaining salt and oil; toss to combine, adding enough reserved pasta water to coat. Heat through. Serve with Parmesan cheese.

GET MORE RECIPES

AGENDA   GUEST SPEAKERS   CASE STUDIES   BREAKOUTS   AWARDS   LOUNGE

STREAMING NOW  
See what's playing now

© 2020 Elevate Solace

# LOUNGE

- Remote live music performances by Solacians
- Games
- Mixology tutorials
- Recipe inspirations



MEAGAN'S ELEVATED MOJITO



# THEMED SWAG

Custom design and order system,  
shipped worldwide to each employee




First Name	Last Name
Stefan	Welter

### PICK OUT YOUR KICKOFF T-SHIRT!

**Instructions:**

- Type in Solace email
- Click "email me a confirmation" button
- Wait a few minutes for confirmation email
- Click link in confirmation email
- Create password
- Fill out t-shirt order form

**PICK OUT NOW!**





# AWARDS RECOGNITION

Global & regional awards

KUDOS AWARD

SHOW THE NOMINEES

Global Solace Awards 2020

KUDOS

For an Excellent Field Supporter

WINNERS



Tim O'Connell



Jenny Moulen



David Patterson



Chris Wolski



Mike Hilmen



Paul Kondrat



Chris Whalen



Jeff Chu



Dishant Langayan



Darryl MacRae



Jeff Musgrave



Dan Fossum



Alex Kilgour

THE BIGGEST KAHUNA

SHOW THE NOMINEES

Global Solace Awards 2020

BIGGEST KAHUNA

For the Biggest Contributor Overall

WINNERS




Vincent Rontani



Magali Boulet



# RESULTS & FEEDBACK | SLACK

1 public channel				Updated 1 day ago			Last 30 days ▾	Edit columns	Export
Name ? ▲	Created ? ▲	Total membership ? ▲	Messages posted ? ▲	Members who posted ? ▲	Members who viewed ? ▲	Change in members who posted ? ▲			
# kickoff2020 A place to chat, socialize, share and le...	2020-05-28	150	629	89	157	↑ 584%			



**Ramesh Natarajan** 8:58 AM

Thanks team for putting together kickoff2020 - you did elevate the game and moved the needle. Very professional show with incredible personal touch! Very well done indeed.. Thank you all!



**Sumeet Puri** 2:30 AM


thanks to all the organisers, as well as the full solace family to make this a really really good kick-off. better than the best virtually possible! looking forward to the madness when we all meet again!



**Rose Cain** 8:54 AM

Well done everyone. Kickoff 2020 was amazing!



 [1 reply](#) 24 days ago



**Scott Lawrence** 8:55 AM

Thank you to the entire executive team, presenters and the behind the scenes team for putting on such an amazing virtual event for us!! 🍾



**Aaron** 🧐 8:56 AM

I miss my colleagues!! 😭 Good seeing everyone, virtually!! 😊



 [1 reply](#) 24 days ago

- 100% positive feedback
- 629 Messages posted
- 584% increase in members who posted

# RESULTS & FEEDBACK | SLACK



**Mark Spielman** 12:02 PM

What a nice welcome setup marketing team. I like the ticket, shirt design and intro video from [@Jenny.Moulen](#). Thanks for all your hard work getting us going. This is going to be a great week virtually connecting.



**Rob Echlin (he/him)** 8:58 AM

These were exactly the high quality presentation I expect at Solace events. Congratulations! You adequately met my expectations. I'm almost excited.



**Eugene Hallinan** 7:18 AM

LOL - great MC'ing Nigel mate ! Nice job to Denis & Ken - great material, presentation(s) and content !



**Scott Lawrence** 7:26 AM

Great start to Kickoff!



**David Mitchell** 7:26 AM

virtual kickoffs... marketing team, you are maestros 🙌



**Gaurav Suman** 7:30 AM

you make me feel like I can fly.... el.. elevation ! nice pick there !



# ANALYTICS | WEB

## (WEEK OF MEETING | JUNE 2-9)

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	7,252 % of Total: 25.37% (28,588)	4,863 % of Total: 22.20% (21,907)	00:02:56 Avg for View: 00:02:55 (0.22%)	1,914 % of Total: 15.20% (12,594)	1.56% Avg for View: 22.11% (-92.92%)	26.53% Avg for View: 44.05% (-39.78%)
1. /kickoff2020/agenda/	2,113 (29.14%)	1,329 (27.33%)	00:06:03	633 (33.07%)	0.66%	45.81%
2. /kickoff2020/	1,087 (14.99%)	721 (14.83%)	00:00:58	615 (32.13%)	3.34%	9.20%
3. /kickoff2020/breakouts/	643 (8.87%)	438 (9.01%)	00:04:37	128 (6.69%)	1.53%	37.33%
4. /kickoff2020/lounge/	459 (6.33%)	355 (7.30%)	00:02:39	90 (4.70%)	1.08%	23.53%
5. /kickoff2020/login/?redirect_to=https://solace.com/kickoff2020/agenda/	276 (3.81%)	164 (3.37%)	00:00:42	124 (6.48%)	0.00%	10.87%
6. /kickoff2020/regional-winners/	271 (3.74%)	167 (3.43%)	00:02:58	48 (2.51%)	5.13%	22.88%
7. /kickoff2020/case-studies/	266 (3.67%)	230 (4.73%)	00:03:34	33 (1.72%)	2.33%	28.57%
8. /kickoff2020/guest-speakers/	215 (2.96%)	187 (3.85%)	00:01:33	29 (1.52%)	0.00%	13.49%
9. /kickoff2020/gallery/	185 (2.55%)	81 (1.67%)	00:02:55	23 (1.20%)	0.00%	23.78%
10. /kickoff2020/coming-soon/	126 (1.74%)	107 (2.20%)	00:01:03	17 (0.89%)	0.00%	9.52%

- 7,252 Page views
- 4,863 Unique page views
- 2:56 min. Avg. time on page
- 1.56% Bounce rate



# THE SOLACE KICKASS KICKOFF TEAM

- **Mychelle:** Spiritual Visionary
- **Jenny:** Producer & People Wrangler
- **Stefan:** Creative Director & “Journeyman”
- **Meagan:** Web Producer & “Bartender”
- **Blaine:** Web Visual Wise Man
- **Nata:** Web Coding Genius
- **Rose:** Master of Use Cases
- **Greg:** Words and Visuals, PPT Wrangler
- **Nigel:** Host from Wales and Attitude-Free Rock Star
- **Michael:** Technical Live-Video Whizzbang and Swag Designer
- **Hannah:** Tee’s and Interview Talent Coordinator
- **Cameron:** Voice Over Talent and Script Poet
- **Matt:** Microsoft Teams Guru
- **Shannon:** Virtuoso of Invites and Ever Changing Shedules

# FOR MORE INFORMATION:

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