



KIDDOM

2019-2020 Events

9/16/19 v2

Attend key events that create brand awareness, prove our competitive differentiation to activate partners, customers and prospects building face-to-face relationships that deliver 30% of \$1.5M revenue over the next 4 quarters.



Execution Plan

People

Who will lead the work?

- **Project management & logistics** - Melissa
- **Email copy and deployment** - Megan
- **Digital campaigns** - Damien
- **Social copy and deployment** - Vivi
- **Sales and Customer Success** - Sales, CS teams

Process

Email sequences - pre/post-events

Pre-event calls, emails to prospects and opportunities

Post-event follow-up, surveys/questionnaires

Q4 Conferences

Key US Conferences:

ERDI - 100% Superintendent

ALAS- 100% Superintendents and Admins from Latino school districts

EdSurge:

- 7% Superintendent
- 12% Principals
- 27% Other District Leaders
- 20% Curr. Directors
- 13% TOSA

Field Events

2:1 Customer/Prospect :

First half - educational

Second half - discussion and debate

Topics to refine:

- Who are the customers?
- What's the problem they don't yet know they have or can't yet solve?
- What is the FROM/TO?
- What's the new "Thing"?

Measured

Outcomes:

ERDI

Leads =5
MQL =5
Opps =6

\$50K Pipeline

ALAS

Leads = 35
MQL's =9
Opps =6

\$45k Pipeline

EdSurge

Leads =40
MQL's =10
Opps =6

\$45k Pipeline



Key Conferences



ERDI

Education research & Development Institute

Strategic Importance: This event will support strong start in Q4 with immediate opportunities for sales

Dates: September 27th-29th

Location: Chicago, IL

Kiddom Attendees: Sandra & Ahsan

Presence/Opportunity: Panel discussion/presentation with a preselected List of attendees

Expected Outcome: 6 opps

Audience:
Superintendents

Rick Robins (Chair)

Educator
Juab District

Karen Cloninger

Assistant Superintendent of
Teaching/Learning
East Valley School District
#361

Jake Henry

Chief Academic Officer
Orange County Schools

Matt Larson

Associate Superintendent for
Instruction
Lincoln Public Schools

Mark LeNoir

Assistant Superintendent
Val Verde USD

ALAS

Association of Latino Admin & Superintendents

Strategic Importance: This event will support is an important location with proximity to the 9th largest school district in the US, offering immediate opportunities for sales

When: October 16th-19th

Location: Orlando, FL

Attendance: 500

Kiddom Attendees: Sandra, Melissa & Carina Hernandez

Expected outcome: 6 Opps

Audience:

Superintendents and Admins from Latino school districts

Why ALAS?

Ignite talk!

Includes 20 slides timed to 15 seconds each, a total time of 5 minutes.

Customer speaker: Carina Hernandez - San Diego, CA | King Chavez Art Academy

EdSurge Fusion

EdSurge delivers insights and connects those exploring how technology can support equitable opportunities for all learners.

Strategic Importance: high-level of top leadership that we can engage 1:1. Location to office and number of local opportunities

When: November 4th-6th

Where: Burlingame, CA

Attendance: 500

Kiddom Attendees: Sandra, Melissa, Abbas & guess

Expected Outcome: 10 Opps

Audience:

7% Superintendent | 12% Principals | 27% Other District Leaders | 20% Curriculum Directors | 13% TOSA

Why EdSurge Fusion?

Unique, Engagement Approach:

Speed dating style with Three 20min roundtable discussion with 4-8 folks.

“Birds of a Feather” topic table to further discuss pain points and engage directly with audience

Other Conferences



2020 Conferences

[Kiddon Events Google Doc.](#)



FETC- 10K Attendees

29% Educators
36% Admins
35% IT Leaders

12 Opps =\$90K Pipeline



TCEA- 8K Attendees

90% of attendees indicate they have the final say or their input is highly influential in the decision process in buying products and services

10 Opps =\$75K Pipeline



ISTE- 25K Attendees

International Society for Technology in Education
55% Recommend Research/TOSA
23% Decision Maker
5% Purchasers

10 Opps =\$75K Pipeline



CUE- 5K Attendees

69% Educators
19.4% Admin
12% TOSA

7 Opps =\$52,500 Pipeline



AASA- 3K Attendees

71% Superintendents

6 Opps =\$45K Pipeline



RTM- 10 Meeting Scheduled

8 Opps =\$60K

Adopt-a-School

Kiddom Adopt a School Program

Providing Academy for FREE!

GIVING
BACK

Users

Word of
Mouth

Offering free services allows us to differentiate ourselves from competitors, rapidly build a user base and create a community that can grow organically.



Goals, Expectation Summary

Kiddon Events Google Doc.

OPPS Q4 2019

- ERDI- 3 Opps =\$30K Pipeline
- EdSurge Fusion- 6 Opps =\$45k Pipeline
- ALAS- 1 Opps =\$7,500K Pipeline

Total Q4 Pipeline = \$82,500

OPPS Q1 2020

- ERDI I- 6 Opps =\$30K Pipeline
- ERDI II- 6 Opps =\$30K Pipeline
- CoSN- 4 Opps =\$30K Pipeline
- AASA- 6 Opps =\$45K Pipeline
- RTM- 8 Opps =\$60K

Total Q1 Pipeline = \$187K

OPPS Q2 2020

- ISTE- 10 Opps =\$75K Pipeline

Total Q2 Pipeline =\$75K

Micro Events (x2) 2 Opps (each) \$30K Pipeline

Total Investment =\$103K

Q4-Q2 Pipeline =\$382,500

Use [spreadsheet](#) tabs titles to outline structure, timing and responsibilities.

Thank You



Kiddom Micro Field Events

High touch, intimate breakfast, lunch

Time: <3 hours duration

Locations: SF & NYC

Cadence: Quarterly - Breakfast/Lunch
In partnership with Customer Success

Format: 2:1 customers/prospects

Strategic Approach:

2 customers with good stories delivered to active prospects in pipeline to move to closed/won



Virtual User Conference

Strategic Approach: Engage Kiddom users with keynote speaker, influencer teacher and admin peers to drive retention, referrals and opportunities

Attendee Goal: 200 each

Event Length: 5-6 hours

Type: Live Online

Attendees: Teachers, Admins prospects and opportunities

Format: Panel discussion with Q&A, Keynote address by OUR speakers, Top EDU Speakers, PD training for credit

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Q1 Conferences (TBD)

[Kiddon Events Google Doc.](#)



AASA- 3K Attendees

71% Superintendents

6 Opps =\$45K Pipeline



RTM- 10 Meeting Scheduled

8 Opps =\$60K Pipeline



ERDI I- Panel Discussion (6 folks)

Superintendents / Assit. Sups

6 Opps =\$45K Pipeline



ERDI II- Panel Discussion (6 folks)

Superintendents / Assit. Sups

6 Opps =\$45K Pipeline



CoSN- 1K Attendees

Chief Technology Officers,
Instructional Technology Directors,

Superintendents

3 Opps =\$22K Pipeline



Q2 Conferences



Additional Events



Outcomes



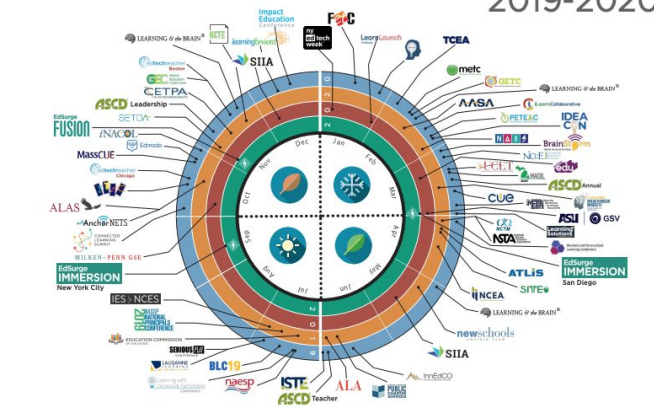
Competitor Event/Website Examples



Event Types for Q4

- Teaching and Learning
- Specialty Community
- Business Focused

Add events we chose here with locations and dates



Business	Specialty Community	Teaching & Learning
<p>AASA Feb 13-15, 2020 San Diego, CA Annual meeting of The School Superintendents Association</p> <p>ALA Jun 25-30, 2020 Chicago, IL The world's largest and longest gathering for librarians</p> <p>ALAS Oct 18-19, 2019 Orlando, FL Association of Latin American and Superintendents</p> <p>ASCD Annual Mar 14-16, 2020 Los Angeles, CA Professional development for educators</p> <p>ASCD Leadership Nov 8-10, 2019 National Harbor, MD Professional development for ASCD school leaders</p> <p>ASCD Teacher Jun 24-26, 2020 Denver, CO Professional development for ASCD teachers</p> <p>ASU GSV Mar 30-Apr 1, 2020 San Diego, CA Major edtech industry gathering for entrepreneurs & investors</p> <p>ATLIS Apr 5-6, 2020 Chicago, IL Association of Tech Leaders in Independent Schools</p> <p>BPLC20 Apr 2-4, 2020 Providence, RI Blended and Personalized Learning Conference</p> <p>Brainstorm 2020 Mar 1-3, 2020 Wisconsin Dells, WI Midwest K-12 tech leaders network and explore new tech</p> <p>BLC Jul 17-18, 2019 Boston, MA Innovative, practical tips & resources for learning</p> <p>CETPA Nov 12-15, 2019 Anaheim, CA K-12 IT professionals supporting CA schools</p> <p>CLS Oct 2-5, 2019 Irvine, CA Exploring tech in participatory, playful, and creative learning</p> <p>CoSN Mar 15-18, 2020 Washington, DC K-12 CTOs, IT directors and superintendents</p> <p>CUE Mar 19-21, 2020 Palm Springs, CA District, target, CA-based education technology conference</p> <p>EdCamp See website for dates Worldwide Educator-led unconferences for professional development</p> <p>EdmodoCon Oct 25, 2019 Online Over 30K educators participate from around the world</p> <p>EdTechTeacher Chicago Oct 14-19, 2019 Chicago, IL Texted and practical edtech strategies for the classroom</p> <p>EdTechTeacher Boston Nov 18-19, 2019 Boston, MA Texted and practical edtech strategies for the classroom</p> <p>EduCon Jun 24-26, 2020 Philadelphia, PA Science Leadership Academy discussion on future of ed</p> <p>ETC Jan 14-17, 2020 Miami, FL 35+ year-old gathering exploring digital learning</p> <p>IDEAcon Feb 24-27, 2020 Schaumburg, IL Statewide conference on IT with ISD+workshop</p> <p>ILC Feb 20-21, 2020 Denver, CO Advancing the practice of student-centered learning</p> <p>Impact Education Conference Dec 14-17, 2019 Minneapolis, MN Product exploration and workshops</p>	<p>INACOL Oct 28-31, 2019 Palm Springs, CA Blended & competency-based learning</p> <p>ImEdCO Jun 15-18, 2020 Keystone, CO Helping teachers integrate tech tools with 21st century skills</p> <p>ISTE Jun 28-Jul 1, 2020 Anaheim, CA Major gathering of educators focused on technology</p> <p>ITEC Oct 13-15, 2019 Des Moines, IA Iowa Technology & Education Connection</p> <p>LearnLaunch Jan 30-31, 2020 Boston, MA Digital learning w/COO+ entrepreneurs, investors, admins</p> <p>Feb 14-16, 2020 San Francisco, CA Campus leaders & mindsets to create safer, smarter schools</p> <p>Learning & the Brain: Learning How to Learn Nov 22-24, 2019 Boston, CA Exploring learning science for measuring, retention & reflection</p> <p>Learning Forward Dec 7-11, 2019 St. Louis, MO 3000+ educators converge around professional learning</p> <p>Learning Solutions Mar 31-Apr 2, 2020 Orlando, FL Design & developing technology-based learning</p> <p>LIT Jul 12, 2019 Saratoga Springs, NY Free conference for educators on the smart use of tech</p> <p>MACUL Mar 11-13, 2020 Grand Rapids, MI Michigan Association for Computer Users in Learning</p> <p>MassCUE Fall Oct 23-24, 2019 Foxborough, MA Global connectors & digital learning conference</p> <p>NETC Feb 10-12, 2020 St. Charles, MO Midwest Edtech conference w/5000+ educators</p> <p>Milken-Penn GSE Oct 7, 2019 Philadelphia, PA Eds+educators conference with 10K+ attendees</p> <p>NAES Feb 26-28, 2020 Philadelphia, PA National Association of Elementary School Principals</p> <p>NAIS Feb 26-28, 2020 Philadelphia, PA Independent school leaders discuss trends in education</p> <p>NCEC Mar 4-6, 2020 Seattle, WA Pacific NW gathering for tech-savvy educators</p> <p>NCEA Apr 14-16, 2020 Baltimore, MD Catholic & faith-based K-12 ed leadership development</p> <p>NCEIS Jul 24-26, 2019 Washington, DC An event from IE's about using education data & statistics</p> <p>NCSC Jun 21-24, 2020 Orlando, FL National Charter Schools Conference</p> <p>NCTE Nov 21-24, 2019 Baltimore, MD English, language arts & literacy educators' nat. conf.</p> <p>NCTM Centennial Annual Meeting Apr 1-4, 2020 Chicago, IL Math educators' national conference</p> <p>NETA Mar 25-27, 2020 Omaha, NE Nebraska Educational Technology Association</p> <p>NFEP Jul 10-12, 2019 Denver, CO National Forum on Education Policy</p>	<p>NPC Jul 18-20, 2019 Boston, MA PreK-12 leaders explore how to turn theories to practice</p> <p>NSTA Apr 2-5, 2020 Boston, MA Science educators' national conference</p> <p>NSVF Summit May 6-7, 2020 SF Bay Area, CA Annual invite-only summit by Newschools Venture Fund</p> <p>NY EdTech Week Jan 6-8, 2020 New York, NY Global festival celebrating ed business & entrepreneurship</p> <p>OETC Feb 11-13, 2020 Columbus, OH Ohio Educational Technology Conference</p> <p>PETEAC Feb 23-26, 2020 Pittsburgh, PA PA-based edtech conference, expo & student showcase</p> <p>SETDA Nov 3-4, 2019 Arlington, VA State edtech leaders convene on policy & best practices</p> <p>Serious Play Jul 24-26, 2019 Orlando, FL Exploring how games can improve learning</p> <p>SHLB AnchorNets Oct 16-18, 2019 Crystal City, VA Society for Information Technology and Teacher Education</p> <p>SIIA Ed Business Dec 9-10, 2019 New York, NY Education business leadership and investor community</p> <p>SIIA Ed Tech Industry Summit May 18-20, 2020 San Francisco, CA Software industry discussion on business trends in education</p> <p>SITE 2020 Apr 6-10, 2020 New Orleans, LA Society for Information Technology and Teacher Education</p> <p>TCEA Feb 5-7, 2020 Austin, TX Texas educators discuss tech & learning</p> <p>UCET Jul 25-28, 2019 Memphis, TN Practical technology & learning resources in the classroom</p> <p>UCET 2020 Mar 10-11, 2020 Provo, UT Utah Coalition for Educational Technology</p>

EdSurge Immersion NYC 2019
Sep 15, 2019 New York, NY
Helping entrepreneurs grow & scale successful businesses

EdSurge Fusion 2019
Nov 4-6, 2019 Burlington, CA
Convening ed leaders around learning, equity & technology

EdSurge Immersion San Diego 2020
Mar 25, 2020 San Diego, CA
Helping entrepreneurs grow & scale successful businesses


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Atlas Rubicon (*ManageBac)

Listing of workshops, summits, 'leadership institutes

*ManageBac acquired Atlas Oct. 2018



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Leadership Institutes

Join us at our Portland, Oregon headquarters for our hands-on, multi-day Leadership Institutes we host throughout the year.

Collaborate with Atlas consultants and colleagues from around the world as we work together to design your curriculum process, set clear goals, and outline an action plan.

[Leading the Curriculum Process](#)
October 28-30, 2019

Regional & Summits

Our team travels the globe, leading workshops for educators on a range of curriculum development topics.

Regional Workshops have tailored days for school leaders and teachers to focus on their unique curriculum development needs. Summits are educator-led conferences that feature the innovative work of your colleagues across the region. Learn more about presenting.

[Southeast Regional Workshop](#)
September 18-19, 2019
[Cypress Hall in Wannamaker Park](#) | North Charleston, South Carolina

[Curriculum Summit in South America](#)
October 7-8, 2019
[Vermont School](#) | Medellin, Colombia

[Regional Workshop in New York 2019](#)
October 23-24, 2019
[Nanuet Union Free School District](#) | Nanuet, New York

[Curriculum Summit in Turkey](#)
December 6-7, 2019
[TED Rönasans College](#) | Istanbul, Turkey

Technology and Curriculum Conference of Aldine ISD

Houston, TX
October 07

REGISTER NOW

Types

☐ Select All

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☐ Higher Ed

Event Focus

☐ Select All

☐ Conference

☐ Webinar

Upcoming Events

Past Events

TIES December 09 - 12 Minneapolis, MN	NYSCATE November 19 - 21 Rochester, NY	CETPA November 14 - 17 Pasadena, CA	GaETC November 08 - 10 Atlanta, GA	HECC November 08 - 10 Indianapolis, IN
SC EdTech October 25 - 27 Myrtle Beach, SC	iNACOL October 23 - 25 Orlando, FL	CGCS October 18 - 22 Cleveland, OH	TCCA October 07 Houston, TX	NEXT 2017 July 24 - 26 Schoology's 4th Annual User Conference The McCormick Place Chicago, IL

SHOW PAST 3 MONTHS

Top Strategic Events PLUS Brand Awareness -Q2

Event	Event Engagement	Date(s)	Location	Audience	Number of Attendees	App or Attendee List	Participation Cost
ISTE	Booth 10x20	6/28-7/1	Anaheim, CA	55% Recommend Research/TOSA 23% Decision Maker 5% Purchasers	25K		\$25,000.00
BPLC	Exhibiting & Possibly Present	4/2-4/4	Providence, RI	54% Educators 18% Admin	1K	\$5,000.00	
NNPC	Exhibiting	7/7-7/9	National Harbor, MD	78% are principals/assistant principals 32% are new in the position (1–4 years) 23% are experienced school leaders (5–9 years) 45% are senior leaders (10+ years)	2500	\$3,000.00	
NCSC	Exhibiting	6/21-6/24	Orlando, FL	14% Educators 22% Admins 39% School Leaders 14% Board Members	4500	\$4,000.00	
	Total:						\$25,000.00

Top Strategic Events Only - Q1

Event	Event Engagement	Date(s)	Location	Audience	Number of Attendees		Participati on Cost
TASA	Booth/ Session	1/26-1/29	Texas	88% Educators 12% Superintendents	6K	\$8,000.00	
AASA	Exhibiting & Presentation!	2/12 - 2/14	San Diego, CA	71% Superintendents	3K		\$2,850.00
TCEA	Exhibiting	2/3-2/7	Austin, TX		8K	\$8,000.00	
CUE	Exhibiting & Presentation!	3/19-3/21	Palm Springs, CA	69% Educators 19.4% Admin 12% TOSA	5K		\$4,500.00
Learning Solutions	Exhibiting & Presentation!	3/26-3/28	Orlando, FL				\$7,000.00
RTM	Round Table Discussion	3/1-3/3	Los Angeles, CA	Decision Makers			\$19,000.00
	Total:						\$33,350.00

Q1 Conferences (TBD)

[Kiddon Events Google Doc.](#)



FETC- 10K Attendees

29% Educators
36% Admins
35% IT Leaders

12 Opps =\$90K Pipeline



TCEA- 8K Attendees

90% of attendees indicate they have the final say or their input is highly influential in the decision process in buying products and services

10 Opps =\$75K Pipeline



ISTE- 25K Attendees

International Society for Technology in Education
55% Recommend Research/TOSA
23% Decision Maker
5% Purchasers

10 Opps =\$75K Pipeline



CUE- 5K Attendees

69% Educators
19.4% Admin
12% TOSA

7 Opps =\$52,500 Pipeline



AASA- 3K Attendees

71% Superintendents

6 Opps =\$45K Pipeline



RTM- 10 Meeting Scheduled

8 Opps =\$60K



Q2 Conferences

[Kiddon Events Google Doc.](#)

The logo for ISTE 2020 Anaheim is displayed on a green and yellow background. It features the text "ISTE 20" in large, bold, white letters, with "ANAHEIM" in smaller white letters below it, and "JUNE 28 - JULY 1" at the bottom.

ISTE 20
ANAHEIM
JUNE 28 - JULY 1

ISTE- 25K Attendees

International Society for Technology in Education

55% Recommend Research/TOSA

23% Decision Maker

5% Purchasers

- 10 Opps =\$75K Pipeline

The logo for the NASSP 2020 National Principals Conference is shown on a black background. It features the year "2020" in large, bold, white letters, with "NASSP" in smaller white letters to its right, and "NATIONAL PRINCIPALS CONFERENCE" in white letters below the year.

2020 NASSP
NATIONAL
PRINCIPALS
CONFERENCE

NNPC- 2500 Attendees

78% are principals/assistant principals

32% are new in the position (1–4 years)

23% are experienced school leaders (5–9 years)

45% are senior leaders (10+ years)

- 3 Opps =\$22,500 Pipeline

Goals, Expectation Summary

[Kiddon Events Google Doc.](#)

OPPS Q4 2019

- ERDI- 3 Opps =\$30K Pipeline
- EdSurge Fusion- 6 Opps =\$45k Pipeline
- ALAS- 6 Opps =\$45K Pipeline

Total Q4 Pipeline = \$120K

OPPS Q2 2020

- ISTE- 10 Opps =\$75K Pipeline
- NNPC- 3 Opps =\$22,500 Pipeline

Total Q2 Pipeline =\$98K

OPPS Q1 2020

- FETC- 12 Opps =\$90K Pipeline
- TASA- 10 Opps =\$75K Pipeline
- AASA- 6 Opps =\$45K Pipeline
- TCEA- 10 Opps =\$75K Pipeline
- CUE- 7 Opps =\$52,500 Pipeline
- Learnings and Solutions- 5 Opps =\$37,500 Pipeline
- RTM- 8 Opps =\$60K

Total Q1 Pipeline = \$435K

Total Investment =\$138K

Q4-Q2 Pipeline =\$653K

Use [spreadsheet](#) tabs titles to outline structure, timing and responsibilities.