



# 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	Process	Q4 Conferences	Field Events	Measured
<p>Who will lead the work?</p> <ul style="list-style-type: none"><li><b>Project management &amp; logistics</b> - Melissa</li><li><b>Email copy and deployment</b> - Megan</li><li><b>Digital campaigns</b> - Damien</li><li><b>Social copy and deployment</b> - Vivi</li><li><b>Sales and Customer Success</b> - Sales, CS teams</li></ul>	<p>Email sequences - pre/post-events</p> <p>Pre-event calls, emails to prospects and opportunities</p> <p>Post-event follow-up, surveys/questionnaires</p>	<p><b>Key US Conferences:</b></p> <p><b>ERDI</b> - 100% Superintendent</p> <p><b>ALAS</b> - 100% Superintendents and Admins from Latino school districts</p> <p><b>EdSurge:</b></p> <ul style="list-style-type: none"><li>7% Superintendent</li><li>12% Principles</li><li>27% Other District Leaders</li><li>20% Curr. Directors</li><li>13% TOSA</li></ul>	<p><b>2:1 Customer/Prospect :</b></p> <p><b>First half</b> - educational</p> <p><b>Second half</b> - discussion and debate</p> <p><b>Topics to refine:</b></p> <ul style="list-style-type: none"><li>Who are the customers?</li><li>What's the problem they <u>don't yet know</u> they have or <u>can't yet solve</u>?</li><li>What is the FROM/TO?</li><li>What's the new "Thing"?</li></ul>	<p>Outcomes:</p> <p><b>ERDI</b></p> <p>Leads =5</p> <p>MQL =5</p> <p>Opps =6</p> <p><b>\$50K Pipeline</b></p> <p><b>ALAS</b></p> <p>Leads = 35</p> <p>MQL's =9</p> <p>Opps =6</p> <p><b>\$45k Pipeline</b></p> <p><b>EdSurge</b></p> <p>Leads =40</p> <p>MQL's =10</p> <p>Opps =6</p> <p><b>\$45k Pipeline</b></p>



# 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% Principles | 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

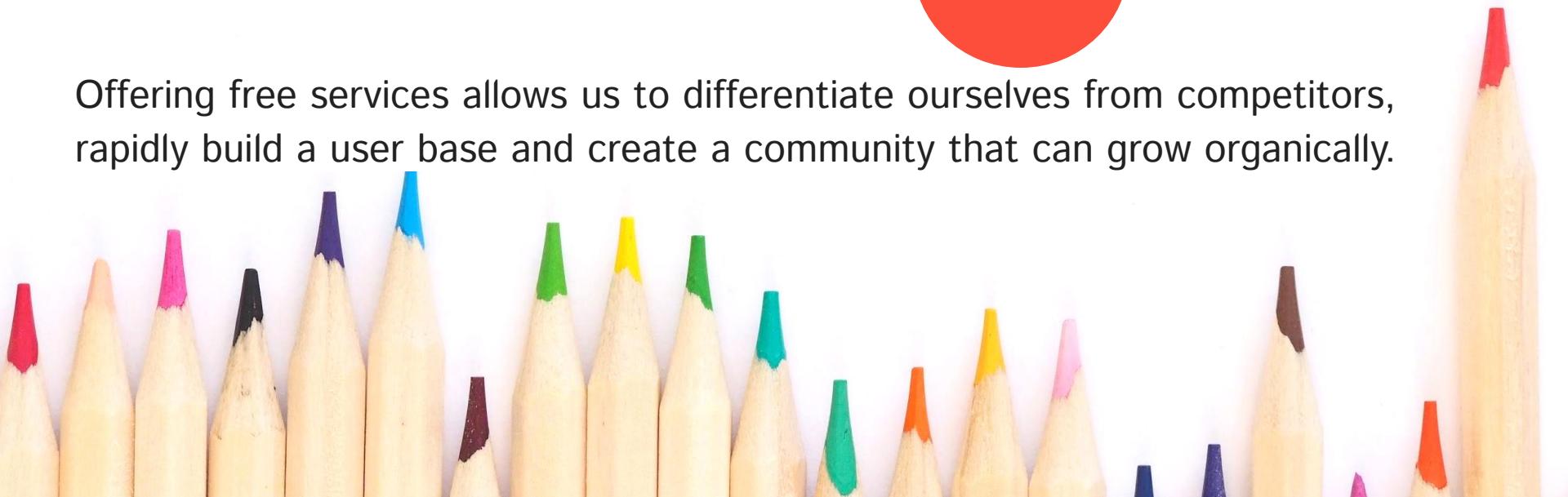
Providing Academy for FREE!

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 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

ON24

THE BEST DIGITAL  
EXPERIENCES ARE  
BUILT WITH ON24.

The ON24 Platform powers live, always-on and personalized experiences that deliver the engagement and data businesses need to grow.



# 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

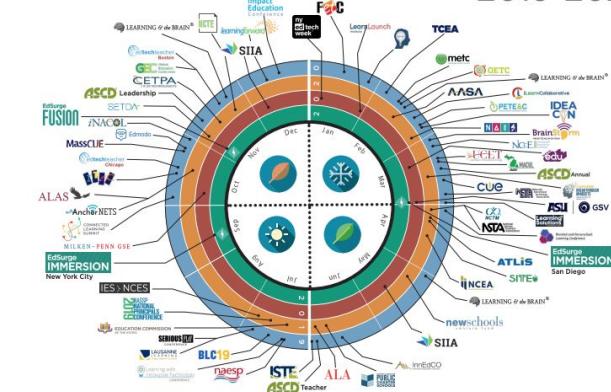
# Competitor Event/Website Examples

# Event Types for Q4

- Teaching and Learning
- Specialty Community
- Business Focused

Add events we chose here with locations and dates

## EdSurge US K-12 Education Technology Conferences 2019-2020



### Business

Business leaders, entrepreneurs, & financiers discuss the industry of edtech

**AASA** Feb 13-15, 2020 San Diego, CA Annual meeting of the School Superintendents Association

**ALA** Jun 25-30, 2020 Chicago, IL The largest annual meeting for librarians

**ALAS** Oct 16-19, 2019 Orlando, FL Association of Latino Administrators and Superintendents

**ASCD Annual** Mar 14-16, 2020 Los Angeles, CA Professional development for educators

**ASCD Leadership** Nov 8-10, 2019 National Harbor, MD Professional development for school leaders

**ASCD Teacher** Oct 24-26, 2019 Denver, CO Professional development for ASCD teachers

**ASU GSV** Mar 30-Apr 1, 2020 San Diego, CA Major edtech industry gathering for entrepreneurs & investors

**ATLIS** Apr 18-19, 2020 Chicago, IL Association of Technology in Independent Schools

**BPLC** Apr 2-4, 2020 Providence, RI Blended and Personalized Learning Conference

**BrainEd** Mar 20-21, 2020 Milwaukee, WI Known K-12 brain research and explore new tech

**Learning & the Brain: Learning How to Learn** Mar 22-24, 2019 San Diego, CA Learning how to learn, learning retention & selection

**Learning Forward** Dec 7-11, 2019 St. Louis, MO 3,000+ educators converge around professional learning

**Learning Solutions** Mar 31-Apr 2, 2020 Orlando, FL The largest annual gathering of education technology

**LIT** Jul 12, 2019 Saratoga Springs, NY Free conference for educators on the smart use of tech

**MACUL** Mar 11-13, 2020 Grand Rapids, MI Major annual conference for educational technology

**MassCUE Fall** Oct 23-24, 2019 Foxborough, MA Global connections & digital learning conference

**METC** Feb 10-12, 2020 St. Charles, MO Major annual conference for educational technology

**Microsoft GSE** Oct 7, 2019 Philadelphia, PA Edu research conference with biz plan competition

**NAESP** Jul 10-12, 2019 Spokane, WA National convention for school business principals

**NAIS** Feb 26-28, 2020 Philadelphia, PA Independent school leaders discuss trends in education

**NCEC** Mar 4-6, 2020 Seattle, WA PreK-12 NW gathering for early-serve education

**NCEC** Mar 11-13, 2020 Baltimore, MD Catholic & faith-based K-12 ed leadership development

**NCES** Jul 25-26, 2019 Washington, DC An event from IES using education data & statistics

**NCTC** Mar 21-24, 2020 Orlando, FL National convention for technology coordinators

**NCTE** Nov 21-24, 2019 Baltimore, MD English, language arts & literacy educators natl. conf.

**NCTM Centennial Meeting** April 1-4, 2020 Boston, MA Math educators' national conference

**NETA** Mar 10-12, 2020 Omaha, NE Nebraska Educational Technology Association

**NFET** Jul 10-12, 2019 Denver, CO National Forum on Education Technology

**newschools** Oct 24-26, 2019 San Francisco, CA State education leaders converge on policy's best practices

**Serious Play** Jul 24-26, 2019 Orlando, FL Exploring how games can improve learning

**SHR** Nov 14-16, 2019 Crystal City, VA Society for Information Technology and Teacher Education

**SIIA Ed Business** Dec 9-10, 2019 New York, NY Education business leadership & investor community

**SIIA Ed Tech Industry Summit** May 18-20, 2020 San Francisco, CA Software industry discussion on business trends in education

**SITE** 2020 Apr 6-10, 2020 New Orleans, LA PreK-12 gathering for educational technology

**SXSW EDU** Mar 9-12, 2020 Austin, TX Industry gathering for entrepreneurs & educators

**TCEA** Feb 3-7, 2020 Austin, TX Teachers' largest district tech & resources

**Teach Tech** Mar 21-24, 2020 Memphis, TN Practical technology & learning resources in the classroom

**UCET 2020** Mar 10-11, 2020 Provo, UT Utah Coalition for Educational Technology

**EdSurge Immersion** ICAO, 2019 New York, NY Helping entrepreneurs grow & scale successful businesses

**EdTech Fusion** Oct 24-27, 2019 Washington, DC Free multi-day webinar on educational technology

**EdTechTeacher** Feb 24-27, 2020 Louisville, KY Statewide edtech gathering with 150+ workshops

**ILC** Feb 20-21, 2020 Denver, CO Advancing the practice of student-centered learning

**Impact Education Conference** Dec 14-17, 2019 Minneapolis, MN Product exhibition and workshops

**Impact Education** Oct 1-3, 2019 Washington, DC Impact education conference

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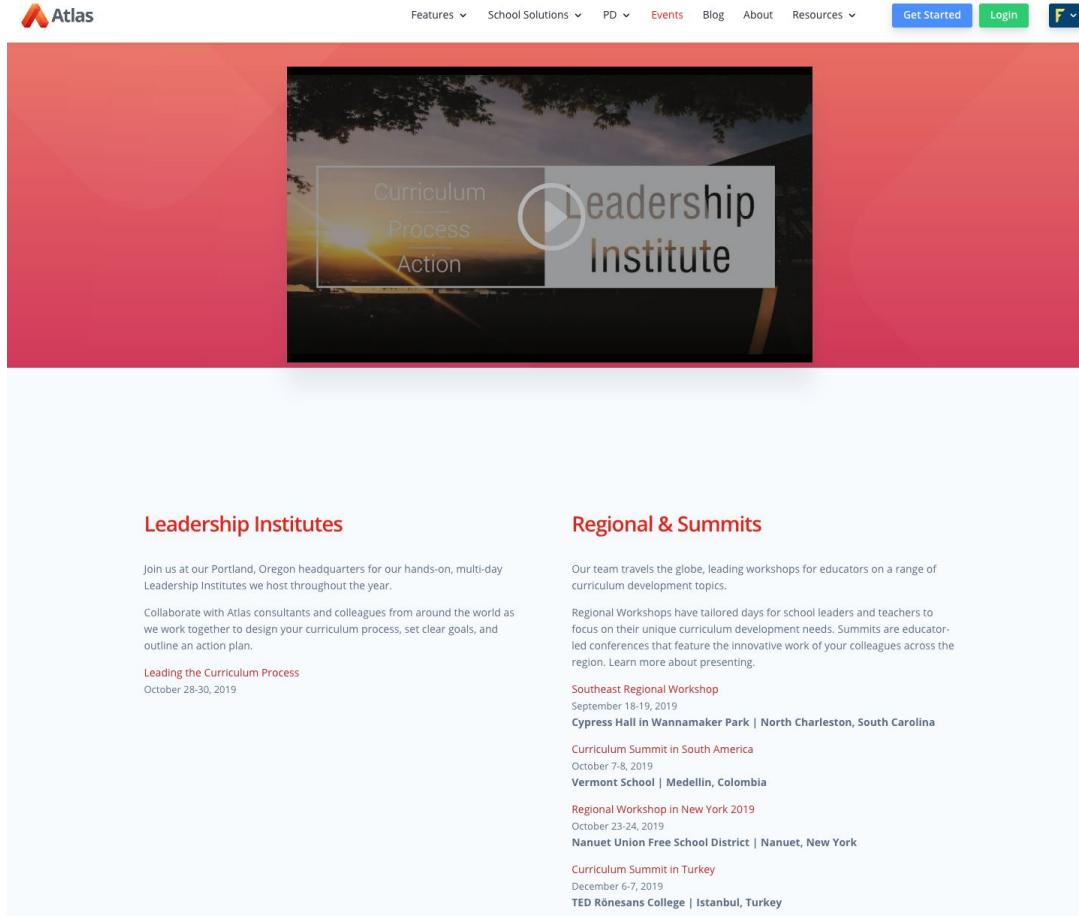
**IDEA** Mar 1-3, 2044 Washington, DC Impact education conference

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# Atlas Rubicon (\*ManageBac)

## Listing of workshops, summits, 'leadership institutes

\*ManageBac acquired Atlas Oct. 2018



The screenshot shows the Atlas Rubicon website. At the top, there is a navigation bar with links for Features, School Solutions, PD, Events, Blog, About, Resources, Get Started, and Login. Below the navigation is a large banner image for the Leadership Institute, featuring a sunset and the text 'Curriculum Process Action' and 'Leadership Institute'. The main content area is divided into two sections: 'Leadership Institutes' on the left and 'Regional & Summits' on the right. The 'Leadership Institutes' section includes a link to 'Leading the Curriculum Process' on October 28-30, 2019. The 'Regional & Summits' section lists several events: '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); and 'Curriculum Summit in Turkey' (December 6-7, 2019, TED Rönesans College | Istanbul, Turkey).

## 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 Rönesans College | Istanbul, Turkey](#)

## Technology and Curriculum Conference of Aldine ISD

Houston, TX  
October 07

[REGISTER NOW](#)

### Types

- [Select All](#)
- [K-12](#)
- [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
<a href="#"><u>ISTE</u></a>	Booth 10x20	6/28-7/1	Anaheim, CA	55% Recommend Research/TOSA 23% Decision Maker 5% Purchasers	25K		\$25,000.00
<a href="#"><u>BPLC</u></a>	Exhibiting & Possibly Present	4/2-4/4	Providence, RI	54% Educators 18% Admin	1K	\$5,000.00	
<a href="#"><u>NNPC</u></a>	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	
<a href="#"><u>NCSC</u></a>	Exhibiting	6/21-6/24	Orlando, FL	14% Educators 22% Admins 39% School Leaders 14% Board Members	4500	\$4,000.00	
							<b>Total: \$25,000.00</b>

# Top Strategic Events Only - Q1

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

# 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.](#)



## **ISTE- 25K Attendees**

International Society for Technology in Education  
55% Recommend Research/TOSA  
23% Decision Maker  
5% Purchasers  
• 10 Opps = \$75K Pipeline



## **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 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**

## OPPS Q2 2020

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

**Total Q2 Pipeline = \$98K**

**Total Investment = \$138K**

**Q4-Q2 Pipeline = \$653K**

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