



INBOUND 2019

SEPTEMBER 3-6 | BOSTON, MA

CONFERENCE GUIDE

YOUR INBOUND19 CONFERENCE GUIDE



As you prepare to attend [INBOUND19](#) next week, take these actions to get the most from the event.

Why INBOUND19 is a Must-Attend Event

INBOUND19 brings together tens of thousands of marketers, salespeople, and customer success pros to converge in Boston for a week of learning, inspiration, and connection. It is an annual experience uniting super curious, question-asking professionals with big-name and break-out industry thinkers, high-octane events, and boundless education sessions.

Step into INBOUND. With over 24,000 passionate attendees, 250+ educational sessions, 6 breakout tracks, and a stellar lineup of speakers.

Keynote and session speakers will share current best practices, industry trends, and the latest on technology advances and how they can be applied. Marketing professionals from every size organization get an unprecedented chance to network, brainstorm with, and learn from peers hailing from non-competing firms.

By sharing their unique experiences and perspectives on common issues, they provide interesting and proven approaches to addressing challenges facing many in similar positions.

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INBOUND offers featured experiences such as:

- **INBOUND STUDIO** - The [INBOUND Studio](#) connects remarkable individuals across the worlds of pop culture, business, philanthropy, and academia with this community of innovators who want to do business in a more positive, authentic and inclusive way.
- **SPOTLIGHTS** - open to all INBOUND attendees but don't accept reservations. Even if you have a Community Pass, you can add Spotlights to your personal agenda even to help plan, but this does not reserve a spot. Seating is first come, first served so arrive early for a good seat!
- **HUBSPOT VILLAGE** The HubSpot village is a space at INBOUND that celebrates the community of customers and general attendees alike who want to learn more about Growing Better with HubSpot. Located in the Westin: Harborwing Level, next to the BCEC.
- **GWH MEETING CENTER** - Get Answers one-on-one in the GWH Meeting Center
- **EVENT CONTENT** - Watch full sessions from [past INBOUND events](#)
- **CLUB INBOUND** - Explore Club Inbound expo hall and check out the sponsors and companies exhibiting this year with 24,000+ new friends.
- **LAWN ON D** - Soak up the Sun on the Swings at [Lawn on D](#). Check out the Food Trucks on [Lawn on D](#) each day from 11:30 - 2:30



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SPOTLIGHT SPEAKERS Main Stage & Ballroom

At INBOUND, the main stage isn't just a place to learn from some of the brightest business leaders in the world—it's also a place to lift your head up and think about things outside your everyday. INBOUND invite speakers from diverse disciplines and walks of life to inspire you and show you how macro trends are changing the future of marketing, sales, and customer service.



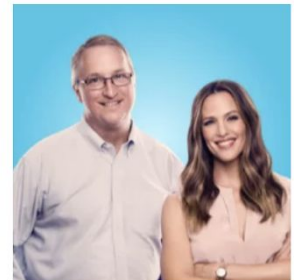
JASON BLUM
Award Winning
Producer



RACHEL BOTSMAN
Author and Trust
Expert, Oxford
University



KATIE COURIC
Legendary Journalist



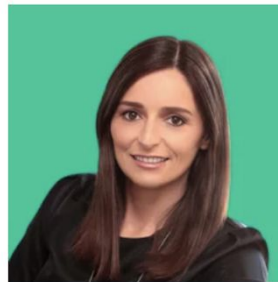
**JENNIFER GARNER
& JOHN FORAKER**
Co-Founders of Once
Upon a Farm



**ELIZABETH
GILBERT**
Best-Selling Author



**BRIAN HALLIGAN &
DHARMESH SHAH**
Co-Founders,
HubSpot



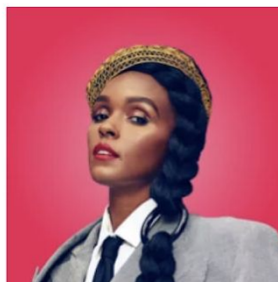
SARAH HARDEN
CEO, Hello Sunshine



SAL KHAN
Founder & CEO of
Khan Academy



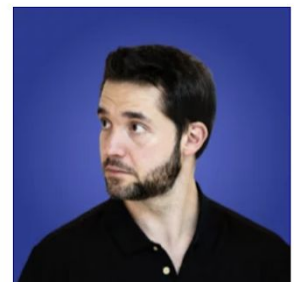
**SALLIE
KRAWCHECK**
CEO and Co-Founder,
Ellevest



JANELLE MONÁE
Singer & Actress



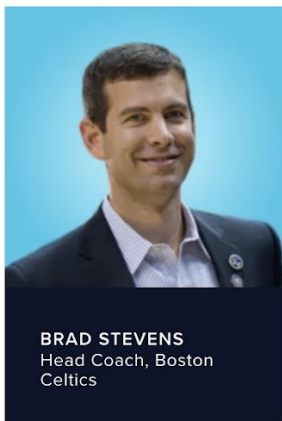
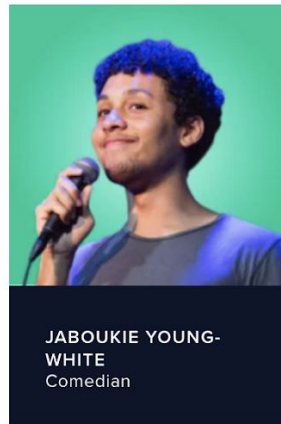
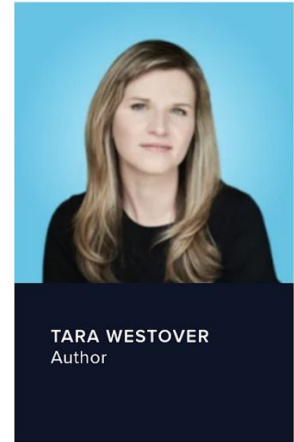
**CHRISTOPHER
O'DONNELL**
SVP, Product,
HubSpot



ALEXIS OHANIAN
Co-Founder, Reddit
and Initialized Capital

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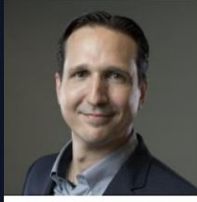













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Just A Few of the 250+ Breakout Speakers At Inbound 2019

Check out the full list of [AMAZING speakers here](#).

 <p>NICHOLAS HOLLAND GM & VP of Product, Marketing Hub, HubSpot</p>	 <p>NANCY RILEY GM, Platform, HubSpot</p>	 <p>LOU ORFANOS GM & VP of Product, Sales Hub, HubSpot</p>	 <p>MICHAEL REDBORD GM & VP of Product, Service Hub, HubSpot</p>
 <p>TYLER LESSARD VP Marketing, Vidyard</p>	 <p>ETHAN AGARWAL Founder and CEO, Aaptiv</p>	 <p>LAURA GASSNER OTTING Chief Catalyzing Officer, Limitless Possibility</p>	 <p>NADYA KHOJA Chief Growth Officer, Venngage</p>
 <p>KATHLEEN REIDENBACH Chief Commercial Officer, Kimpton Hotels & Restaurants</p>	 <p>ERIKAN OBOTETUKUDO Founder, KIN</p>	 <p>SANGRAM VAJRE Co-Founder & Chief Evangelist, Terminus</p>	 <p>LEELA SRINIVASAN Chief Marketing Officer, SurveyMonkey</p>
 <p>JAY SIMONS President, Atlassian</p>	 <p>LISA SKEETE TATUM Founder & CEO, Landit</p>	 <p>DAVID CANCEL CEO & Founder, Drift</p>	 <p>MARI SMITH CEO, Mari Smith International, Inc.</p>

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Events and Parties at INBOUND

INBOUND events and parties - check out [INBOUND & partners](#) hosting their own events and programming at inbound

- **AGENCY CONNECT** cocktails at INBOUND Wed, Sep 4, 2019 5:00 PM - 7:00 PM EDT - [Register here](#).
- **TECH COMMUNICATION IS ART** - Learn how to make headlines from the team behind some of the biggest newsmakers in the world — Presidents, CEOs and entertainers. Wed, September 4, 2019, 1:10 PM – 4:50 PM. [Register here](#).
- **CROWDVOCATE** Customer Marketing Breakfast - September 5th, 7:45 - 9:30 am. [Register here](#).
- **Women@INBOUND Happy Hour** cocktails, networking and great conversations hosted by HubSpot, Tue, September 3, 2019, 4:00 PM – 6:30 PM EDT. [Register Here](#).
- **#WOMENINTECH BREAKFAST:** Set Yourself up for Success at #INBOUND19. This breakfast will help you start your INBOUND experience on the right note by providing a more intimate environment that's perfect for connecting with other ambitious, inspiring women in your industry. Space is limited - [Register Here](#)
- **Latinos at INBOUND19:** Networking Reception - Wed, September 4, 2019, 6:30 PM – 9:30 PM, [Register Here](#).
- **LIVE WEBSITE THROWDOWN** Register for a [live website throwdown](#) at IMPACT's booth. Website Throwdowns will be available every 10 minutes at the IMPACT booth (Tuesday: 6:00 PM – 7:40 PM, Wednesday: 9:00 AM – 4:40 PM, Thursday: 9:00 AM – 5:05 PM, Friday: 9:00 AM – 1:40), but once those spaces are filled, they're filled!
- **CONNECTED COCKTAIL PARTY** - Join colleagues for an evening of conversation, community and cocktails. Hosted by Priya Parker, the acclaimed author of The Art of Gathering: How We Meet and Why it Matters, and Porsche Cars North America. This dynamic event will feature an interactive experience to explore the art of gathering. Each guest will leave with tools to apply to their own gathering, both personal and professional. Thursday, September, 5th, 5:45pm - 7:30pm. Space is limited, please [register all guests who will be attending](#).
- **DRIVEN X VISION** - Join Porsche for the Driven x Vision experience to take another step towards becoming an iconic creative disruptor. We'll help you craft a vision statement for the future, pairing it with an iconic headshot to keep your goals in overdrive. Offered September 4th 10 am - 4:30 pm, September 5th & 6th, 10 am - 2 pm. [Register Here](#).

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- **LINKEDIN LOUNGE** Visit the LinkedIn Lounge for engaging sessions that will provide actionable insights to help your business grow. Take a team photo with the Boomerang photo booth experience, find inspiration in immersive content library, or simply relax in and catch-up in an inviting lounge space. [Register for specific sessions HERE](#). The following session(s) are offered:
 - **Getting Started with LinkedIn Lead Generation with HubSpot** - learn the best way to optimize your advertising experience with LinkedIn and HubSpot. You'll walk away with actionable insights and best practices for generating leads for your business. Offered (Wed, Sept. 4 at 10:15 a.m.) OR (Thurs, Sept. 5 at 10:15 a.m.)
 - **LinkedIn Rock Your Page** - learn tips and tricks on how to make the most of your organization's brand presence on the LinkedIn platform, including how to grow followers and share engaging content. You will also have the opportunity to sign up for 1:1 consultations with LinkedIn Pages experts. Offered (Wed, Sept. 4 at 2:00 p.m.) OR (Thurs, Sept. 5 at 2:00 p.m.)
 - **Delivering the Ultimate Customer Experience** - learn how to orchestrate a seamless customer journey through marketing and sales alignment. Offered (Wed, Sept. 4 at 4:00 p.m.) OR (Thurs, Sept. 5 at 3:30 p.m.)
- **SENDOSO** - The Send Zone by Sendoso: Swing by the Send Zone for a real-time sending experience! Team Sendoso will be at INBOUND offering the chance to effortlessly mail a handwritten postcard from INBOUND to your friends and colleagues via a sending platform. You'll also get the chance to participate in games of sending skills and chat with experts about how to get the most out of your direct mail campaigns. Date & Times: September 4th: 10:00 am ~ 2:30 pm & September 5th: 10:00 am ~ 3:30 pm Location: Room 208. [Register Here](#).
- **YASSO GAME ON!** Come on by to learn more about a great cause while enjoying some friendly competition, a couple drinks and, of course, free Yasso bars. Activities will include an adult-size Obstacle Course, QB tosses, Basketball, Corn Hole, and more! Date & Time: September 4th 4:00-7:00 pm Location: The Lawn on D
- **INBOUND ROCKS** - the highlight of the after-party scene with stand-up comedians wrapping up Thursday's show.

Make the Most of Your Time at INBOUND

You've invested in attending this conference so get out of your everyday. Learn. Connect. Then return to work with your fire stoked and reignited. Here are tips for putting together a winning plan:

1. **Download the [INBOUND19 app](#)** using the device you're using at the event.
Step 1: Download the [iOS app](#) or [Android app](#) on your device. You'll need your event email or registration number to access this App.

Images: [@INBOUND social media and inbound.com](#)

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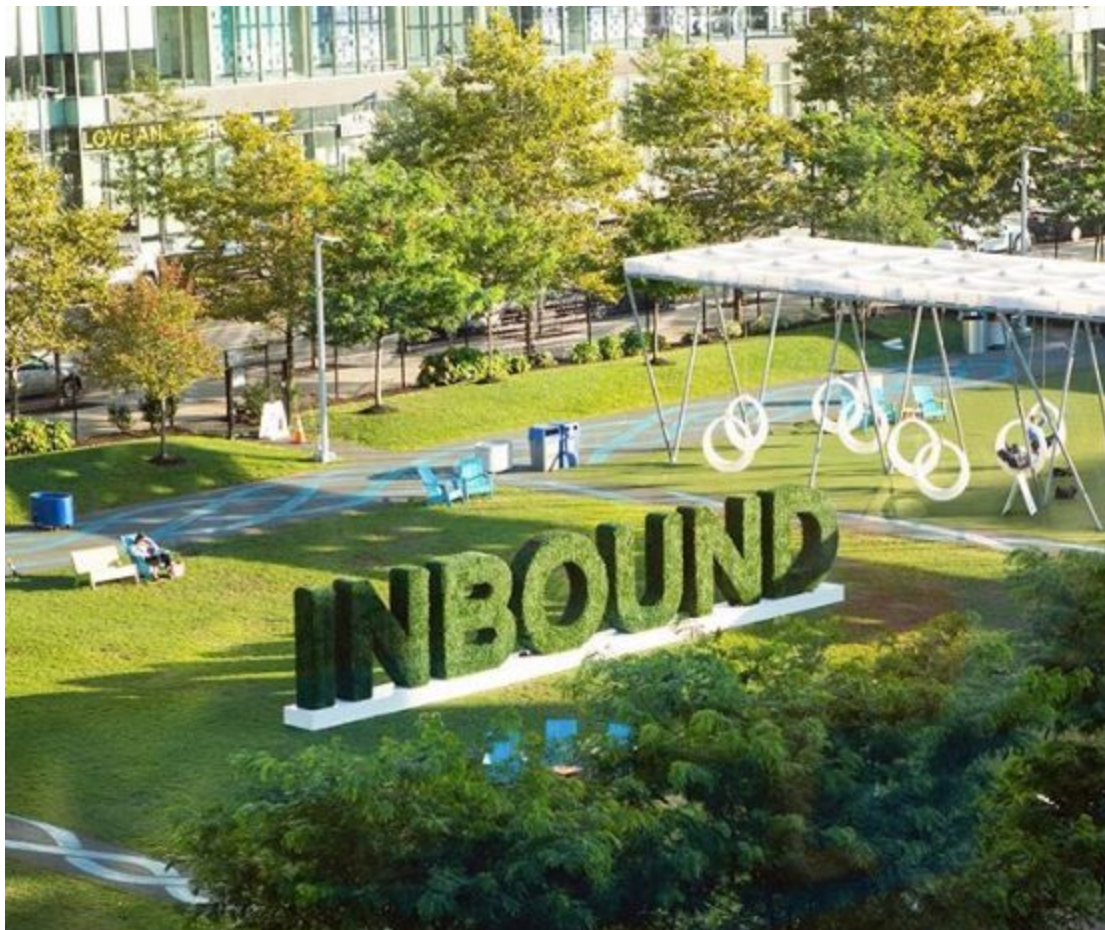
Step 2: Find your event: INBOUND 2019

Step 3: Login and verify your account

2. **Do your homework.** Review the [conference agenda](#), session descriptions, and networking opportunities, and prepare your itinerary so you hit the ground running the minute you arrive. Use the [Mobile app](#) to help organize your game plan.

3. **Define your 2-3 goals for the conference.** Whether you want to attend specific sessions, meet specific people (such as like-minded professionals or vendors), or something else, document your top aims to guide your time at the event.

4. **Don't go it alone.** Reach out to your team members and connections who will be attending to help you determine where to focus your time and energy and suggest the most effective ways to apply your learnings once you're back in the office.



Before You Arrive

- ☐ Prep your Social Media presence - mention you're attending **#INBOUND19**
- ☐ [Pack wisely](#)
- ☐ Dress appropriately and wear comfortable walking shoes

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- ☐ Pack your Business Cards (more than you think you will need)
- ☐ Pack a portable charger (you'll be glad you did)
- ☐ Create a social media plan BEFORE heading out
- ☐ Follow **#INBOUND19** on social media and join the conversation
- ☐ Follow everyone on [@INBOUND](#) Twitter list and engage with their content
- ☐ Follow [@INBOUND](#) on Instagram
- ☐ Know your **Big Goals** and stick to them! Use the [Conference Agenda](#) to strategize.
- ☐ [Reserve your sessions](#) in advance
- ☐ [Get to know the speakers](#). Follow them [on Twitter](#) and connect with them on LinkedIn
- ☐ [Know the venue & campus](#) in proximity to your hotel before you get there
- ☐ Get familiar [with the sponsors](#) and be sure to **thank them for their support**
- ☐ Practice introducing yourself in one short sentence - keep it REAL
- ☐ Have a plan on how you will follow up on all your new connections made at the conference
- ☐ Load the [LinkedIn Mobile App](#) on your phone before you leave home
- ☐ Set an [out-of-office reply](#)

Once You've Arrived

- ☐ Drink lots of water!
- ☐ Take your phone and charger with you every day
- ☐ Take [effective notes](#) during sessions
- ☐ Take lots of photos with speakers, clients and colleagues
- ☐ While [networking](#), consider how you can **help other people**
- ☐ Turn on "[FIND NEARBY](#)" in your LinkedIn app
- ☐ [Introduce yourself](#) - be social!
- ☐ Refer to your list of [opening questions](#) to ask to start conversations
- ☐ Connect with people using the [LinkedIn QR code](#) - remember to send a welcome message mentioning INBOUND
- ☐ Jot notes on business cards you collect

Particularly for Extroverts

- ☐ Don't eat lunch with your friends - make a point to sit with people you don't know.
- ☐ Save energy for the [events and after-parties](#)

Particularly for Introverts

- ☐ Find a quiet spot to recap your learnings and recharge your energy
- ☐ Focus on building one or two deeper connections **each day**
- ☐ Read [Networking for People Who Hate Networking](#)

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At the End of the Conference

- ☐ Write a short event report (or video recording) on insights gained at the conference before you head home. Do this at the end of each day.
- ☐ Identify **ONE** action to take, goal to set, or change you will make - and DO IT!

After You Arrive Home (in the first two weeks)

- ☐ Initiate that follow up system set in place
- ☐ Send Thank You notes to key connections. Imagine the power of a hand-written note!
- ☐ Complete your expense report (if applicable)
- ☐ Start working on that **ONE action, goal, or change**
- ☐ Apply to speak at the next [INBOUND in 2020](#)

Additional Reading and Tips

[Tried & True Tips for Taking INBOUND 19 by Storm](#) by [Hannah Swanson](#)

[I'm Living Vicariously Through You: Don't Miss These 14 Things at #INBOUND19](#) by [Ramona Sukhraj](#)

[INBOUND 2019: The Ultimate Guide for First-Time Visitors](#) by David Kindervater

[Your Session Guide to HubSpot's INBOUND 2019 Conference](#) by [Amanda Meade](#)

[The Attendee's Guide To Inbound 2019](#) by Jared Harris

[Attending HubSpot's INBOUND 2019? Here's How to Get the Most Out of It](#) by [Britt Laeger](#)

[Survival Guide for HubSpot's INBOUND 2019 Conference](#) by [Mary B. Swick](#)

I hope you find this guide and checklist of tips helpful so you make the most of [INBOUND19](#). Let me know which tip really worked for you or if you have a tip I missed, please share it.

Connect with me on [LinkedIn](#) and follow me on Twitter [@askjudihays](#).

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