

# High Growth Digital Summit 2016

Thank you for registering to take part in the High Growth 'extend the audience' Digital Summit. Your ticket was FREE but as I'm sure you know, you don't get anything for nothing!



I'm Caron Lyon, Stuart's Social Media Producer for this High Growth Summit. The 'extend the audience' program has been developed to provide a comparable value online conference experience to rival attending physically.

I have a few tasks for you (four). These will also help you get the most out of the digital summit.

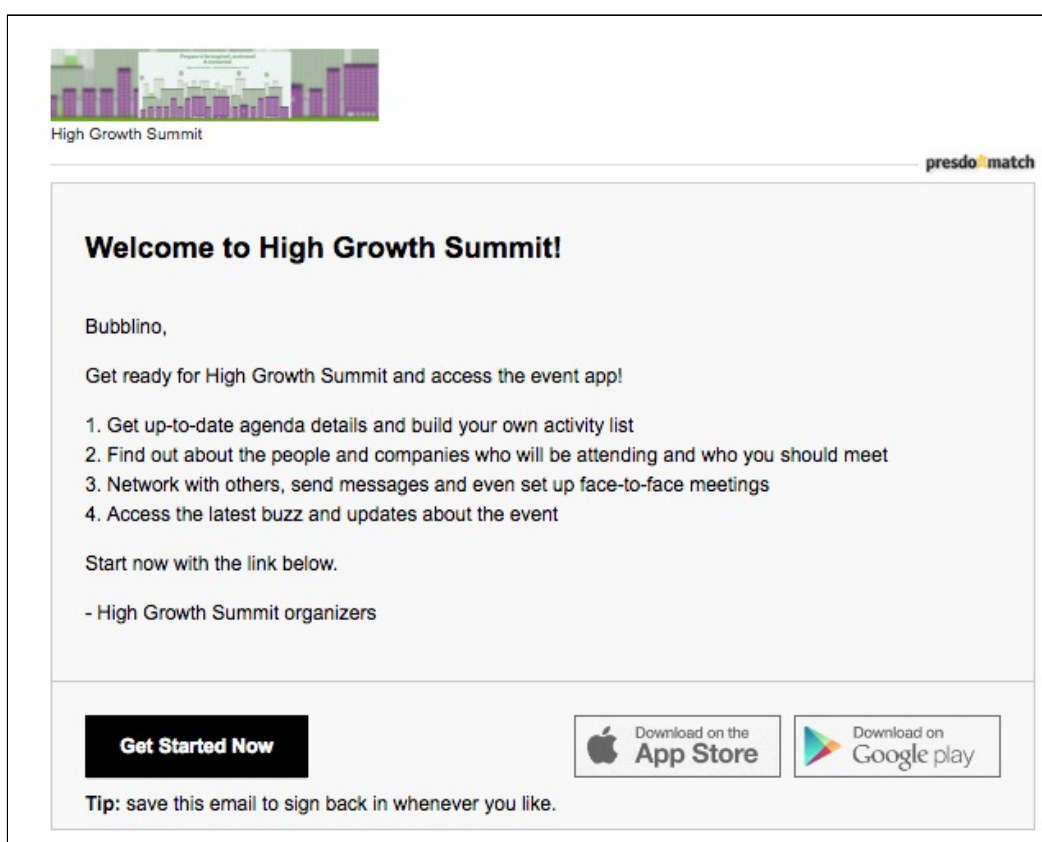
## First Task

### Presdo Match Networking App

Presdo Match is a child of LinkedIn's so your LinkedIn profile information may already be populating your profile. Hopefully you received a welcome message in your email inbox from our event app Presdo Match



(see screenshot below) if you didn't email me [highgrowth@pcmcreativeevents.co.uk](mailto:highgrowth@pcmcreativeevents.co.uk)



**Click that 'Get Started Now' button and check out your profile.**

## Second Task

See who else is registered to attend.

Use the search and filter facilities to find Bubblino our arduino bubble blowing bot

(see profile on the right)

From your own profile you can edit your information. From attendee profiles you can message them directly.

Familiarise yourself with the app or desktop browser version.

(screenshot from the app below)

**The official twitter feed is here**  
**You can Tweet from here, too:**

Time	Session Name	Location	Status
08-08:30	Registration	Medicity Reception	✓
08-09	#HGEM16 Online	Online	✓
08:30-08:45	Setting the Scene	Conference Hall	✓
08:45-09	Welcome	Conference Hall	✓
09-09:45	Norton's Success Story	Conference Hall	✓
09-09:45	Norton's Success Story - on...	Livestream	✓
09:45-10:30	Elite Leadership and Perform...	Conference Hall	✓
09:45-10:30	Elite Leadership and Perform...	Livestream	✓
10:30-11:15	#HGEM16 Online	Online - appear.in	✓
	BREAK		✓

**The blue flash indicates a digital summit session**

**All High Growth Summit attendees are found here**

Agenda Attendees Sponsors Exhibitors More

# Introducing the High Growth Digital Summit... it's a bit different!

[Download the PDF Digital Summit Timetable.](#)

With an 'extend the audience' (ETA) experience there are no 'be back soon' screens. It is more than watching a passive live stream where you are unceremoniously cut off once the speaker's session ends or left watching from the 'Gods' while the venue attendees file out for a break!

Participating in an ETA experience means

1. Real networking potential with every attendee both venue based and online
2. Access to hosted video networking and digital breakout rooms
3. Selected speaker presentations via a live stream
4. Exclusive webcasts with speakers and sponsors where you use your webcam to join the webcast discussion should you want to ask a question in person.

## What is taking place, Where will it be, How do I find it?

Just like a multi-tracked event the High Growth Summit activity takes place in different 'rooms', the main conference hall and the exhibition hall at MediCity. Your digital summit experience will not have physical venues for you to walk between but preconfigured digital spaces you will need to click relevant location links for to navigate the online activity.

All the links are in the [Digital Summit Timetable PDF](#). This PDF has also been uploaded to the Info area in the Presdo Match networking app.

## X 4 Appear.in Video Rooms

Links to the video rooms are included in the [Digital Summit Timetable PDF](#)



[HGS Reception Room](#)

[Room 1 - sponsored by Grant Tree](#)

[Room 2 - sponsored by Skeleton Productions](#)

[Room 3 - sponsored by Barefoot Coaching](#)

The video chat rooms connect you to the other digital summit attendees and to me your Digital Summit Host. These video rooms run throughout the day and you can arrange meet ups with venue and digital attendees via the High Growth Summit's networking app.

[For more information refer to the Digital Summit Timetable.](#)

## Third Task - on the day of the event

While you are in the [reception video room](#) you will be able to see [Bubblino](#).

If you post a tweet with #HGS16, #HighGrowthSummit or call Bubblino by name he will blow bubbles that you will be able to see. It is primitive but a tiny gesture from Extend the Audience to explore the 'internet of things' to bridge the digital divide for audiences where you online, can impact the space 'on the ground'.

## X4 Speaker presentation's mobile live-streamed to Periscope

The following speakers have been selected for you



09.00	Conference Hall	Stuart Garner	Norton's Success Story
09.45	Conference Hall	Floyd Woodrow	Elite Leadership and Performance

11.15	Conference Hall	Kim Morgan	Psychologies of a leader
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14.45	Conference Hall	Paulina Sygulska	Putting it into practice
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At the scheduled times [open a browser window to the High Growth Periscope page](#). After each session concludes you are welcome to return to the video rooms or go about your day.

The Periscope link is included in the [Digital Summit Timetable PDF](#)

If you are mightily keen to get more ETA action the Opening and Closing address are being live streamed on Facebook LIVE. The Facebook Page link is... included in the Digital Summit PDF!

## X2 Huzza Webcasts

The webcasts are exclusive to the digital summit attendees.

Huzza is webcasting where powerpoint fears to tread. 150 digital attendees can watch live and the host can invite guests to take part on screen. Its Blab meets Google Hangout on steroids!



There is a cool 'selfie' feature where you can create short animated gifs of yourself which float by along the bottom of the screen. This is simple webinars with a serious chill!

The location links for each webcast is located in the [Digital Summit Timetable PDF](#) or you can [visit this link and subscribe](#) for notifications.

## Fourth Task... and last task

Join me in the way most suited to your day on Friday 7th October.

[Download the Digital Summit Timetable](#)

Any question before the event please call me on 07889205914 other wise I look forward to welcoming you to the [High Growth Digital Summit Reception Room](#) from 8am on Friday.