



## Adobe Leaders&Learners 2019

# Frequently Asked Questions

**Q What is the Adobe Leaders&Learners Program?**

**A** Adobe Leaders&Learners is an exclusive, by-invitation-only, networking event for key multi-channel Adobe clients. It brings together global thought leaders from various industries to network and interact face-to-face in focused group discussions and share industry best practices and success stories. The program, led by the Adobe Cloud Experts (ACE), has been in place since 2010.

**Q What is the value a customer receives from the Adobe Leaders&Learners forum?**

**A** The most upfront and explicit value available to Leaders&Learners participants is the opportunity to meet and collaborate with industry peers as well as the Adobe Cloud Expert (ACE) team on the most relevant and actionable topics related to their digital marketing programs.

Activities at these events include:

- Collaborating with digital marketing thought leaders from various industries
- Interacting face-to-face with Adobe subject matter experts
- Learning best practices from the insights and experiences shared
- Networking in a small group setting
- Viewing comprehensive demonstrations of new solution features

**Q How is the Adobe Leaders&Learners event different from other Adobe events?**

**A** Leaders&Learners is a white glove event for multi-channel digital marketing clients where participation is by invitation only. Unlike other Adobe events, the forum provides you an opportunity to learn from first hand experiences shared by other Adobe customers and apply these best practices to your own digital marketing programs. The ultimate goal of the Leaders&Learners program is to provide best practices to help clients get the highest return on their Adobe investment.

**Q What is the cost associated with attending a Leaders&Learners event?**

**A** Participation in the event is complimentary for our clients. However, customers need to make their own arrangements for travel, if any.

**Q Where will Leaders&Learners be held?**

**A** Thirteen (13) Adobe Leaders&Learners events are currently scheduled for 2019 in North America.

S.No.	City	Date	Time
1	San Francisco, CA	February 5, Tuesday	10:00am - 04:00pm
2	Seattle, WA	February 7, Thursday	10:00am - 04:00pm
3	Adobe Summit-Las Vegas, NV	March 25, Monday	10:00am - 04:00pm
4	Washington, DC Metro	May 2, Thursday	10:00am - 04:00pm
5	Raleigh, NC	May 14, Tuesday	10:00am - 04:00pm
6	Dallas, TX	May 16, Thursday	10:00am - 04:00pm
7	Philadelphia, PA	June 11, Tuesday	10:00am - 04:00pm
8	Chicago, IL	June 13, Thursday	10:00am - 04:00pm
9	Minneapolis, MN	August 22, Thursday	10:00am - 04:00pm
10	Toronto, ON	September 24, Tuesday	10:00am - 04:00pm
11	Atlanta, GA	September 26, Thursday	10:00am - 04:00pm
12	New York, NY	October 8, Tuesday	10:00am - 04:00pm
13	Salt Lake City, UT	October 10, Thursday	10:00am - 04:00pm

**Q Can I attend international events?**

**A** Yes. The Adobe Leaders&Learners is a global program and is organized in various cities across the world. If you would like more information about the international schedule, please contact [LandL@adobe.com](mailto:LandL@adobe.com).

**Q How many people from my organization can attend the event?**

**A** Leaders&Learners is for individuals who typically hold a director level and above position. Due to space restrictions, we allow only TWO (2) people per company per event to attend. Some regional events may be able to accommodate more.

**Q What topics are covered in Leaders&Learners?**

**A** Leaders&Learners encourages collaborative learning among industry thought leaders. To ensure participants make the most of this event, discussion topics are carefully selected to include the most relevant and actionable areas related to their digital marketing practice-learnings from which can be easily applied to their digital marketing programs for higher effectiveness and greater ROI. This year, we will offer content around digital marketing strategy, technology integration as well as Adobe solution discussions.

If you have topic recommendations for future Leaders&Learners events, please mail them to [LandL@adobe.com](mailto:LandL@adobe.com).

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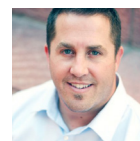
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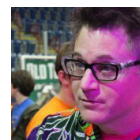
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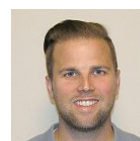
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