BREAKTHRU GUIDELINES
Sponsor Experiences

The Breakthru Experiences Program allows your company to host Experiences including Dinners, Receptions, Morning Activities and Activations for Future Proof Citywide attendees.

Breakthru Experiences increases your company's ROI and reduces the costs and admin needed by enabling you to:

1. Reach all Future Proof Citywide attendees, or a specific segment.
2. Efficiently manage invites, requests, prioritization, calendar invites, attendance tracking and feedback, all done on a single platform and seamlessly with our other program, the Breakthru Meetings Program.

As an Activity Admin for your company, here is what you need to do, and when you need to do it. We'll send you emails at each stage so you can take action.

TASK	TIME	TASK OPENS		TASK DEADLINE	
PRIORITIZE ATTENDEES WHO'VE SELECTED YOUR BREAKTHRU EXPERIENCE**	<60 MINUTES	TUESDAY, FEBRUARY 24	9:00 AM ET	FRIDAY, FEBRUARY 27	6:00 PM ET
ATTENDEES RECEIVE CALENDAR INVITES	–	FRIDAY, MARCH 6	N/A (ATTENDEE STAGE)	FRIDAY, MARCH 6	N/A (ATTENDEE STAGE)
HOLD YOUR BREAKTHRU EXPERIENCE AT FUTURE PROOF CITYWIDE	–	**SUNDAY, MARCH 8**	–	**WEDNESDAY, MARCH 11**	–
ATTENDEES PROVIDE FEEDBACK ON EXPERIENCES	–	THURSDAY, MARCH 12	N/A (ATTENDEE STAGE)	MONDAY, MARCH 23	N/A (ATTENDEE STAGE)

If you don't get an email, check spam (from donotreply.fpcitywide26@eventpt.com), then let us know at Breakthru@futureproofhq.com

**If applicable for your Experience

FEBRUARY 24 – FEBRUARY 27
Prioritize Attendees Who've Selected Your Breakthru Experience

Complete this on: Desktop
Time to complete: <60 minutes

Prioritize Attendees Who've Selected Your Breakthru Experience, starting on Tuesday, February 24 and complete by Friday, February 27.

- If applicable, you can now review the attendees who have selected your Breakthru Experience, so that you achieve the best possible scale and attendee mix.
- You can Prioritize (High/Medium) or Reject attendees, enabling us to optimize for your Breakthru Experience as well as all others.
- We recommend you mark as "Accept","High Interest" or "Medium Interest" approximately 3x (or more) the configured attendance limit for your Experience. *This will give the best chance of scheduling your Experience to the attendance limit.*
  - For example, if your Experience has configured attendance limit = 20, we recommend 20 x 3 = 60+ "Accept","High Interest" or "Medium Interest" attendees.
  - Note that your Experience's configured attendance limit may be higher than the venue attendance limit, to include a buffer in case of any cancellations.
- If an attendee has not selected any other Experiences at the same time as your Experience, they will be flagged as "Exclusive" to your event, allowing you to "Accept" them. If you accept an attendee, they will be scheduled for your Experience (subject to any capacity restrictions).
- Once we know which Breakthru Experiences attendees are interested in and which attendees sponsors have prioritized, we run a scheduling algorithm to optimize attendance across all Breakthru Experiences.
- Attendees will receive a calendar invite on Friday, March 6 for the Breakthru Experiences they have been scheduled for. They can also view all details in the Future Proof Citywide platform (desktop and mobile app).
- You will be able to view the attendees scheduled for your Breakthru Experience in the Future Proof Citywide platform starting Monday, March 2.

MARCH 8 - MARCH 11
Host Your Breakthru Experience at Future Proof Citywide

Complete this on: Desktop & Future Proof Citywide Mobile App

Tracking Attendance: Activity Admins can track attendance at your Breakthru Experience using the Mobile App (recommended) or desktop.
- **Mobile App:** To mark someone as "Checked In", you can (1) scan their badge (recommended), or (2) mark them manually
  - **Scan their badge:** Tap the **Scan Badge** button, and then use your phone's camera to scan their badge.
    - You may need to enable camera access for the Future Proof Citywide app.
    - If you scan the badge of someone who is not scheduled for your Breakthru Experience, you can add them as a "Walk-In" (see below).
  - **Mark Manually**: you can search by name, and you can filter to see Checked In and Not Checked In attendees.

Managing Cancellations & Adding Participants:
- If your Breakthru Experience has fewer scheduled attendees than its capacity (for example, if some attendees have canceled), you can Add Participants using the Future Proof Citywide Platform (desktop only).
- You can invite any Future Proof Citywide attendee who is available at the time of your Experience. Click **Manage** then **Add Participant** to invite attendees. Once they accept the invite, they will be scheduled for your Breakthru Experience.
- If you need to remove an attendee from your Breakthru Experience (for example, if they have let you know they can no longer attend) you can do this until the start of your Breakthru Experience.
- Removed attendees will receive a calendar invite cancellation.

Adding Participants from your Company:
- If you want individuals from your company to attend your Breakthru Experience who have not been scheduled through your activity listing, you can send an invitation via the platform using the Invite Colleague functionality.
- Walk-Ins: Starting 30 minutes before your Breakthru Experience, you can add unscheduled individuals who arrive at your Experience ("Walk-Ins") by scanning their badge.
- Walk-Ins do not count towards any attendance limit configured for your Breakthru Experience, so take care with any venue capacity limits.

Access or Dietary Requirements: If any of your Experience's scheduled attendees have let us know about any dietary requirements or access needs, you can view this information using the Breakthru Experiences platform (desktop and mobile app), and plan accordingly.

Dinners: **Managing Onsite:**
- You are responsible for managing your dinner onsite, including greeting attendees, managing logistics, controlling entry to your dinner, etc.
- You should greet everyone and ensure that they are on the guest list for their dinner (or add them as Walk-Ins).
    - We recommend having a designated "Greeter" and another person checking attendees in. Both people should wear company branded apparel to make it easy for attendees to recognize them.
    - Future Proof Citywide will provide entrance signage.
    - You should make sure restaurant hosts know where to guide attendees to in the venue.
    - You should have 15-30 minutes of welcome drinks before sitting down for dinner to facilitate attendee networking and to manage any attendees running late.
    - You can do a short welcome to kick off the dinner.
    - Do not be 'salesy' during dinner. Instead, use this opportunity to make personal connections and have a high level dialogue with dinner guests.
    - The Future Proof team will have shared any attendee dietary or access requirements with the restaurant beforehand.

Contact Details: We'll share contact details of your Breakthru Experience's attendees by Wednesday, March 18.

SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Breakthru Experiences, you can't solicit participants (including individuals who either selected your co-located event or activity, you handpicked for your co-located event or activity or were scheduled for your co-located event or activity) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programs. Do not assume that any of the aforementioned actions indicate any interest in meeting with you outside of Breakthru Experiences.