CommunityLIVE
October 5-9, 2020

JUSTIFICATION TOOLKIT

Table of Contents

Hyland

To: [Your Manager]

Subject: Why I should attend CommunityLIVE

Dear [Manager],

I'd like to request approval to attend CommunityLIVE, Hyland's premier annual event, which will be taking place virtually, October 5-9. This is an invaluable, once-a-year opportunity to learn about how to extend our technology investments and connect with experts specific to our products and industry. With education on the latest innovative technology and cloud-based solutions, our organization will be better equipped to evolve in our ever-changing environment.

CommunityLIVE promises to be a virtual experience with the same value and learning opportunities – with the most affordable registration yet and zero travel costs. The conference includes networking with fellow attendees, many from the [our industry] industry, sharing best practices and success stories. I'll be able to learn how others in our industry are navigating today's challenges and learn from product experts about how to leverage the Hyland platform to be more adaptable, agile and ready for what's next.

This targeted professional development opportunity allows me to:

- Tailor my training from an agenda of hundreds of educational sessions
- Explore the newest features and functionality of the software at dozens of self-paced labs and solution showcases
- Engage with developers and technical support staff as well as Hyland leadership
- Strengthen and continue to build my group of resources that I can call upon for insight and guidance when we face challenges or need to grow our solutions

I'm happy to submit a post-conference report to you and our key personnel in [my department] and [the executive team], listing major takeaways, user tips and a set of recommended actions to help us maximize our investment in Hyland solutions.

There are a number of registration package options, and I feel that the [Insert package selection at insert cost] would be the most beneficial for my role and responsibilities. This package includes:

Complete package ($1,399) includes hands-on technical training where I can renew select certifications, educational breakout sessions, all keynote sessions with important Hyland product updates, self-paced labs, solution showcases and networking opportunities, as well as 60 days' access to recorded, on-demand sessions and content.

Essential package ($799) includes educational breakout sessions, all keynote sessions with important Hyland product updates, self-paced labs, solution showcases and networking opportunities, as well as 60 days' access to recorded, on-demand sessions and content.

Thank you in advance for considering this request. Please let me know if I have your approval to attend this valuable event.

Regards,
[Insert signature]

WHO SHOULD ATTEND?

CommunityLIVE offers sessions for everyone in your organization – whether you're a current Hyland customer or simply interested in digital transformation.

The agenda is designed to help you accelerate digital transformation strategies as you address today's challenges and prepare for the future. **Build your agenda** from over 200 targeted sessions that explore innovative solutions by role, industry and product. Gain insights from thought leaders and develop strategies for innovation to adapt to today's challenges and be ready for what's next.

Business end-users
From hands-on product training to hundreds of targeted sessions, end users will tap in to the latest Hyland solution expertise.

System and IT administrators
Renewing certifications and attending technical sessions help admins provide immediate value to their organization. And self-paced labs let attendees learn new skills at their own pace and schedule.

Managers and executives
Develop business strategy, innovate with Hyland executives and hear industry-focused customer success stories. Thought-provoking strategy sessions help identify ways to expand solutions and offer guidance through digital transformation.

Industries served:

Financial Services
Credit Unions
Government
Healthcare
Higher Education
Insurance
Manufacturing
Retail
Other industries

With the ever-changing tech landscape, there's always something new to learn about how to leverage Hyland's products and services.

CommunityLIVE

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Affordable package options allow you to choose your best CommunityLIVE experience.

International — All registrants outside of the contiguous U.S. receive a discount off the current pricing. Discount will be applied automatically during the registration process.

Alaska and Hawaii – Please contact us at CommunityLIVE@Hyland.com for a discount code.

AFTER THE CONFERENCE

Share what you've learned! Here are some tips for taking action after this year's CommunityLIVE:

Consider your audience. Is your IT department custom-coding applications from scratch? Communicate how they can leverage the OnBase or Perceptive platform. Is Legal struggling with processes? Tell them about the latest in Workflow. Does your CIO stress about secure file sharing? Explain what you learned about ShareBase.

Bring back powerful insights on the topics that matter to the stakeholders at your organization:

- o Empowering a remote workforce
- o Thriving in the new normal: The role of emerging technology
- o Intelligent automation in 2021 and beyond: Building resilience and supporting the future of work
- o Business agility: Leveraging low code to optimize your business processes
- o A renewed focus on customer experience: Leveraging technology to transform external engagement
- o The cybersecurity Wild West: Protecting your organization in today's hacking environment

Leverage resources. Access recorded on-demand content, demos and more for 60 days after the conference concludes.

Involve your account manager. Your Hyland account manager can provide tips and talking points to help you communicate the value of what you've learned.

Keep learning. Hyland product users can stay up to date on the latest enhancements, renew certifications and find out about other events at **Training.Hyland.com**.

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"CommunityLIVE is so empowering! It gives people the chance to connect, learn more about Hyland's offerings and expand their horizons."

Vance Moore, Northern Illinois University

"The best conference I've ever attended. At no point did I feel pressured to purchase anything and everyone from Hyland was more than engaged. I loved it! Hyland knows how to do it right – period."

Ralph Simmons, BECU

"CommunityLIVE is the best learning and networking opportunity for any professional in the Hyland community, and a 'MUST GO' event every year!"

Mike Current, DataBank, IMX

"I look forward to CommunityLIVE every year! It gives me a chance to network, learn about new enhancements, and roadmap our solution for the next year."

Nick McElheny, Farm Credit Mid-America

"CommunityLIVE was a great learning opportunity! It provided education and insight into Hyland's products, as well as the ability to network with like-minded people, all with a common goal of creating efficiencies within their workplace."

Caroline Rutt, Irex Corporation

"What an excellent and uplifting experience. Excellent information to share with my team about OnBase."

Melissa Stenger, New Hanover Regional Medical Center

"It is unbelievable how many components you will want to begin utilizing when you return to your home office!"

Gerry Maher, UniFirst Corp.

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As you plan your CommunityLIVE experience, check out the agenda on CommunityLIVE.com and refer to our Explore pages as your guide. With sessions specific to your role and solution, you'll connect with content that is most valuable to you.

There's something for everyone at your organization, including the following roles:

- Business analyst
- Business process manager
- Executive
- Finance Professional
- HR professional
- IT professional
- Perceptive Content user
- Project manager
- System administrator
- WorkView | Case Management user
- Workflow administrator

To discover the most valuable sessions for you, visit **CommunityLIVE.com/Explore.**