

Sage City

Frequently Asked Questions:

The Basics

When is Sage City?

Sage City will take place during Sage Summit, on Tuesday, August 14, starting at 3:30 p.m.

Who can attend?

Sage City is open to all registered Sage Summit customers, partners, exhibitors, and Sage employees.

What is the objective of Sage City?

Sage City aims to place like-minded customers by product, interest area, and hot topics in small groups to create meaningful, long-lasting connections.

Will there be any food and beverages available?

Yes! Between the two rotations, we will be featuring light appetizers and drinks during City Bites.

The Structure and Flow

What is a village?

Sage City is made up of nine villages based on the top business interests or fields of work of Sage Summit attendees. Villages provide the primary means for Sage to segment attendees into groups of people with common goals, backgrounds, challenges, and perspectives.

How many villages will attendees be able to attend?

Sage City will include two rotations through various interest-related villages. Each village will have a chat wall, which will be on display throughout the week so that attendees have the opportunity to review Sage City findings at their leisure.

What is a hot topic?

While villages are designed to help us form large groups of like-minded attendees, the most meaningful discussion occurs within small groups of five to eight people. Within our Sage City villages, we will form tight-knit groups based on hot topics in each interest area. For example, in the construction village, an attendee can go to the hot topic area, where people will be talking about job cost best practices. Hot topics will be determined through several means, including surveys prior to and during registration, social media, Facewall, and more. The number of hot topics will vary from village to village and will be displayed on the chat walls.

What if customers don't see a hot topic that resonates with them?

If they don't see an interesting hot topic, don't fret. Sage employees will be on hand to assist in creating ad hoc groupings to ensure all attendees make the most of their Sage City experience.

What is a chat wall?

Chat walls are whiteboard-style signs that will exist in each of the Sage City villages and serve as a hub of activity. Hot topics will be displayed on the walls for easy viewing. As groups form within each village, we will post topics and outcomes to the village chat walls for all attendees to see. Sage employees will be on hand to answer questions written on the wall, and we encourage attendees to post their own solutions. The walls will then be on display as a visual representation of all of the connections and conversations had during Sage City.

What is Facewall?

Facewall is an online networking tool and registrant directory for Sage Summit. Sage Summit registrants can search for and message other attendees or Sage employees, as well as build a bio, complete a profile with interests, and add links to additional social media sites, such as Facebook. Attendees will be able to search for other attendees by name, similar business interests, product types, geographic locations, and more. Facewall will launch with Early Bird Registration on April 19 to promote preevent networking among registrants. Employees attending Sage Summit are encouraged to join Facewall, as well.

How do attendees make their way around Sage City?

The Sage City pocket guide will be distributed during Sage Summit and will contain everything attendees need to know about Sage City, including an agenda at a glance, step-by-step "how-to" instructions, a map, and Twitter tips and tricks.

The Sage City Community

How will Sage employees participate in Sage City?

Sage employees will serve various active roles supporting Sage City. Conference attendees should be on the lookout for employees in special shirts to aid with questions surrounding villages, hot topics, chat walls, social media, and more! Also, Sage executives will be Tweeting LIVE during Sage City. An agenda with times and executives will be released in the coming months. Point customers to SageSummit.com for more details so they can plan their questions well in advance of the conference.

How will customers be involved?

It's all about the customer! Customers will pick their village and hot topic. Then, share experiences, questions, and more with fellow attendees—all with the goal of finding better, more efficient ways to work.

How will partners be involved?

Partners can participate at Sage City in a couple of different ways. They can choose a village and hot topic in the same manner as customers. More importantly, we encourage partners to serve as Village Hosts, which are small group facilitators who lead discussions around the hot topics. Once customers have selected a village and corresponding hot topic, partners will be there to help them find a place to meet, start the conversation, and report back on group findings.

Social Media

What if a customer or partner wants to get involved with social media but is not sure where to start?

Tweets, likes, and groups—oh my! Sage Summit has built a comprehensive social media strategy. If the customers have not already done so, make sure they create accounts for Twitter, Facebook, and LinkedIn and download the Sage Summit mobile app (available in May). Then point the customers to the Sage Summit social media webpage for tips, tricks, and contests, which are designed to make them more comfortable with social media.

What if a customer or partner has a question about social media while at Sage Summit?

Sage Summit will feature a Social Networking Lounge located in the Delta Lobby near registration. Sage social media geniuses will be available to answer their questions and aid in setting up accounts.

Before the Event

What can customers do to contribute to a successful event?

We will be circulating questions surrounding interest areas and corresponding hot topics through registration, social media, Facewall, and more. Make sure to encourage customers to carve out some time and interact with each of these tools to help us customize the Sage City experience.

How can partners help?

Partners will have the unique opportunity to actively engage with customers during Sage City. During registration, partners will be asked if they are interested in becoming a Sage City Village Host. Village Hosts do not need to be experts on interest areas or hot topics but should be willing to get involved by sharing ideas, experiences, and perspectives with our customers. Sage will provide instructional directions to all Village Hosts prior to the start of Sage City.

How can partners get their customers involved?

We will be circulating questions surrounding industries and corresponding hot topics through registration, social media, Facewall, and more. Partners should encourage customers to make sure to carve out some time and interact with each of these tools to help us customize the Sage City experience.

What can customers, partners, and employees do prior to the event to start connecting?

Get social! Sage Summit has an active social media presence 365 days a year to help the Sage community make connections.

- Twitter: [@Sage_Summit](#) use hashtag #SageSummit
- Facebook: [“Like” Sage Summit](#)
- LinkedIn: [Join the Sage Summit group](#)
- Download the Sage Summit mobile app (coming in May)

Information is subject to change.