

Developer Program

Monthly Business Review

April 24, 2018



AT&T SHAPE Guest Experience



SHAPE Aspirations

We **honor the creativity and intelligence** of our developer and media maker guests

We ensure that **every guest feels welcome, safe, comfortable and informed**

We want our guests to be **seriously excited by the convergence of entertainment and technology**

We want our guests to be **inspired to stay close to and work with AT&T**



SHAPE Persona Examples



Enthusiast

PERSONA PROFILE

- Terence has written, directed and posted videos online ever since he was 14.
- Excited to go to film school someday, but would consider skipping it if he got the right job for a studio.

PRIORITIES

- Having fun
- Being seen
- Getting a start in a career
- Following passions
- Telling stories



Creator

- Lulu is 8 years into her career as a director of photography.
- Still dreams of having her film featured at Sundance or Tribeca.

- Honing craft
- Improving skill sets
- Networking
- Strengthening career
- Telling stories
- Following passions



Developer

- Trevor has a lifelong love of computing and technological advancement brought him to his career in AI.
- loves competing in various technology challenges.
- Honing craft
- Being the best
- Networking
- Learning new technologies
- Working with great teams

Lulu's Journey



Follow Lulu's journey at SHAPE from

discovery_{to}

arrival_{to}

exploration



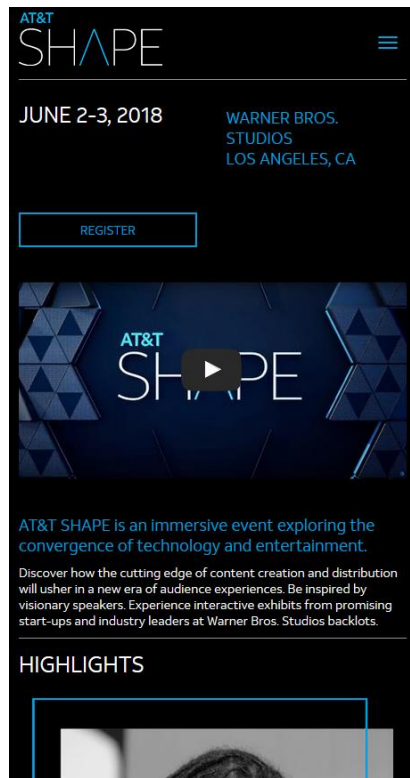
Lulu learns about the event

In a Los Angeles creator Meetup, Lulu learns from an organizer about an upcoming tech/creator event named AT&T SHAPE. The organizer provides members a code that allows guests to sign up for free.

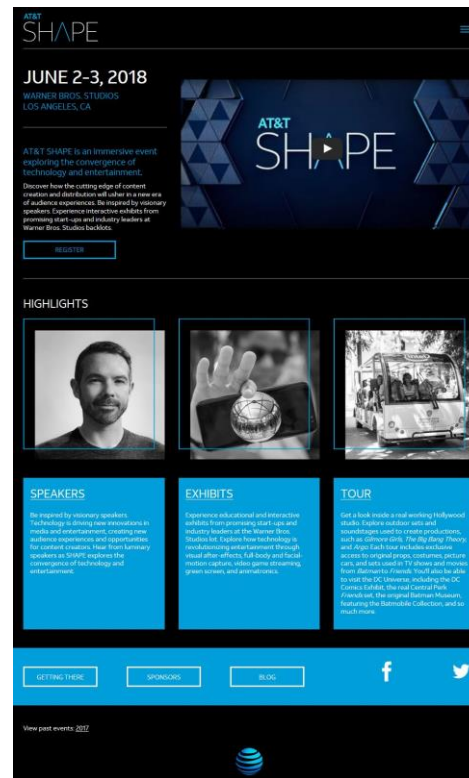
Later that evening, Lulu Googles “att shape” on her phone and finds the event site.

Improvements

- Site optimized for mobile
- Easy to find in search



Mobile View



Desktop View



Lulu registers

Lulu completes the online registration with her free code and receives confirmation. On the confirmation page, Lulu sees “Networking Lounge” and clicks on the link to learn more.

Improvements

- Created sign-in functionality on shape.att.com (vs vendor site)
- Added box to sign up for newsletter

AT&T SHAPE

START REGISTRATION

Register for AT&T SHAPE at Warner Bros. Studios in LA June 2-3, 2018.
All fields are required.

First name: Last name:

Email address:

Password: Verify password:

☐ Send me the latest news and exclusive offers from AT&T SHAPE (newsletter, upcoming events)

Already a member? [Sign in](#)

NOTE: By clicking this button, you agree to the [AT&T SHAPE Terms and Conditions](#)

Having problems? [Contact us](#)

\$100 General Admission ticket includes:

- Interactive exhibits
- Warner Bros. Studios Tour
- Visionary speakers
- Limited on-site parking
- Kids under 18 free accompanied by an adult

TICKET INFORMATION

PERSONAL INFORMATION

Attendee Name: ALLISON PAULI

Registration Status: REGISTERED

Account ID: 3389723

AT&T NETWORKING LOUNGE

Registered guests at SHAPE will have the opportunity to setup meetings and make valuable connections through the onsite AT&T Networking Lounge.

[Cancel registration](#)

[Contact information](#)

[Accommodation](#)

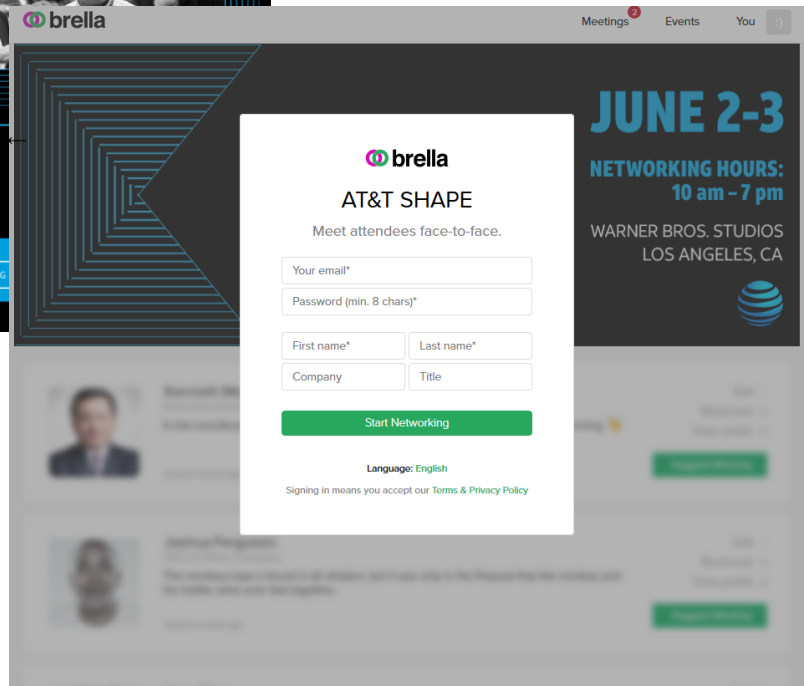
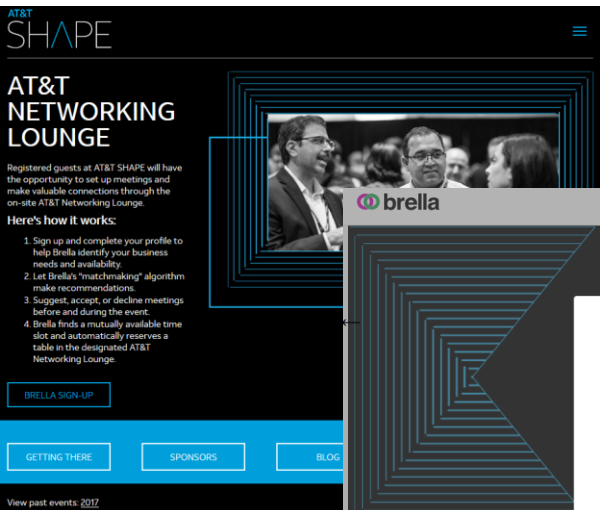


Lulu signs up for networking

Lulu is interested in growing her network, so she signs up for networking. She sends several meeting requests, and over the next few weeks receives confirmations for meetings held at the event.

Improvements

- Added Networking Lounge based on survey feedback last year
- Optimized to streamline high-impact matches



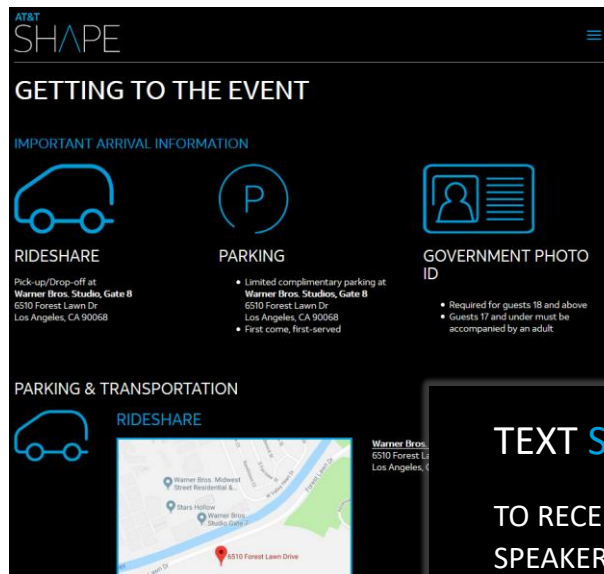
Lulu gets ready for the event

The day of the event, Lulu heads out at 9 am and reviews an email she received a few days earlier. She reads the checklist of items to consider: government ID, directions to parking, SMS event notifications, etc.

She decides to sign up for SMS notifications during the event.

Improvements

Notifications through SMS and website instead of mobile app



TEXT **SHAPE** TO **55000**

TO RECEIVE UPDATED INFORMATION ON
SPEAKERS, EXHIBITS, GIVEAWAYS, PARTIES &
MORE.

Message and data rates may apply. Text STOP to cancel or HELP for help. Go to shape.att.com for privacy and terms.



EVENT MAP

EXHIBITORS

- 1 FULL DOME PRO
- 2 CREATE-A-THON & AT&T FILM AWARDS
- 3 KUKA
RAZER
- 4 AT&T 5G
COFFEEHOUSE
- 5 TESLA SUIT
BRIGHTCOVE
- 6 ERICSSON
- 7 SAMSUNG
- 8 RED
- 9 ULTRAHAPTICS
- 10 OPEN THE PORTAL
- 11 FACEWARE
JAUNT VR
IBM
- 12 YOUTV
AMDOCS + VUBIQUITY
- 13 HACKATHON WINNERS
- 14 LOREM IPSUM
- 15 SKYECAM
NYFA - MOTION CAPTURE
NYFA - ANIMATRONICS
HITACHI
- 16 NYFA - VFX
NYFA - DIGITAL PERFORMANCE
NYFA - TWITCH
THE VR COMPANY
INTEL
AMBIDIO
KINO-MO
- 17 AT&T FLYING COW
- 18 OTOY
- 19 DC COMICS
- 20 RED TRUCK

ACTIVITIES

- AT&T STORE
- OTTER MEDIA
LOUNGE
- SWAG PICKUP
- WB STUDIO TOURS
- KFORCE PHOTO OP
- LIVE FILMING
- NETWORKING LOUNGE

AMENITIES

- EMS TENT
- FOOD
- INFORMATION
- RESTROOM
- COURTYARD
- REGISTRATION
- WATER STATION
- RIDESHARE

SPEAKERS
@ STAGE 29

STAFF PARKING

ATTENDEE PARKING

AT&T
SHAPE

Lulu parks

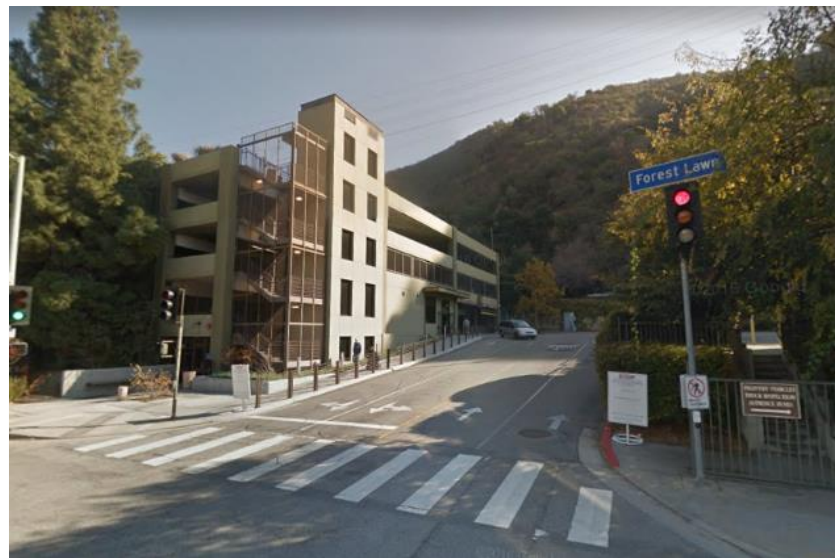


ATTENDEE PARKING

Referring to her parking directions, Lulu heads to WB Studios Gate 8 and upon arrival is directed towards nearby open spaces.

Improvements

- On-site parking
- Covered lot
- 900+ spaces



Lulu checks in



ATTENDEE PARKING

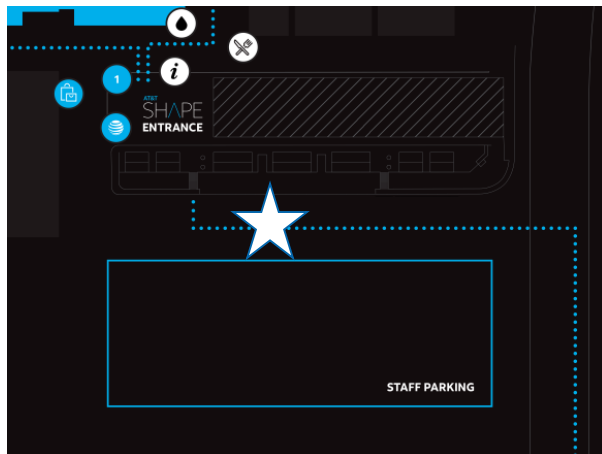
Lulu then follows signs to the registration area and picks up her wristband. Staff direct her to the next available registration assistant.

Improvements

- Shaded and spacious waiting area
- Upgraded registration desk



Lulu makes her way into the event



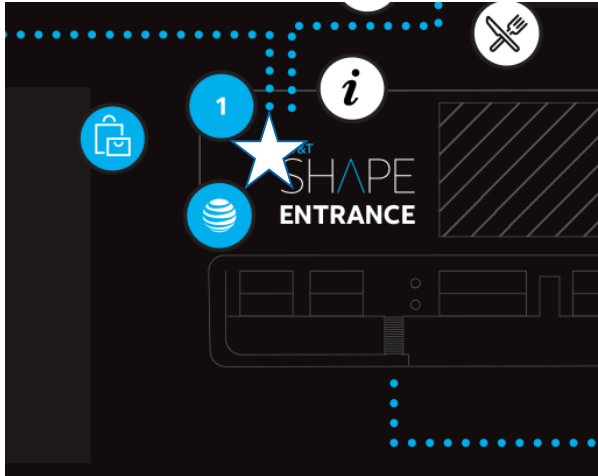
After receiving her wristband, Lulu follows directional signage, supported by staff who point her to cross into the WB Studios lot.

Improvements

- More and improved signage
- More directional staff



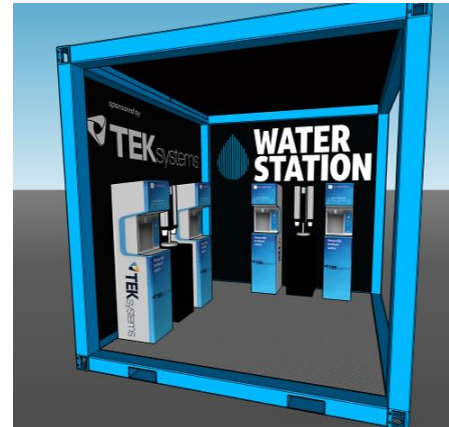
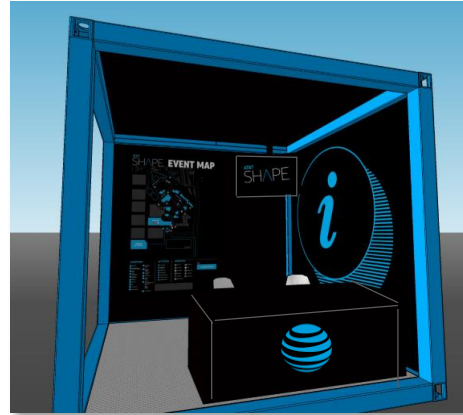
Lulu arrives



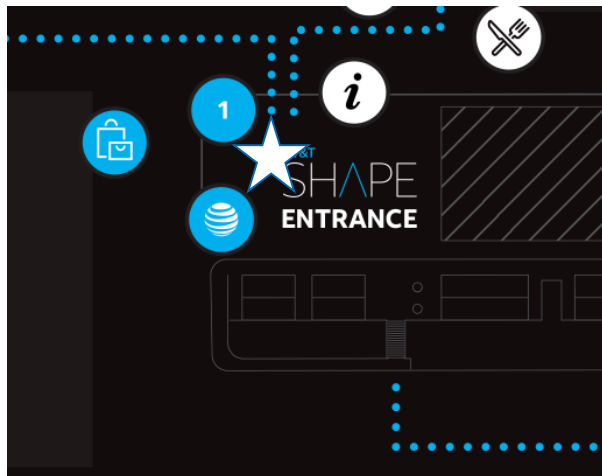
At the entrance, signage provides directions to major locations. Lulu also finds a map of all event areas.

Improvements

- More and improved signage
- More directional staff
- Upgraded water station & info desk



Lulu explores the attractions



Before making any decisions, Lulu takes a moment to absorb the myriad of visually intriguing attractions.

Improvements

Lots of interesting things to do immediately upon entering event



Fulldome.pro Exhibit



AT&T Pop-up Store



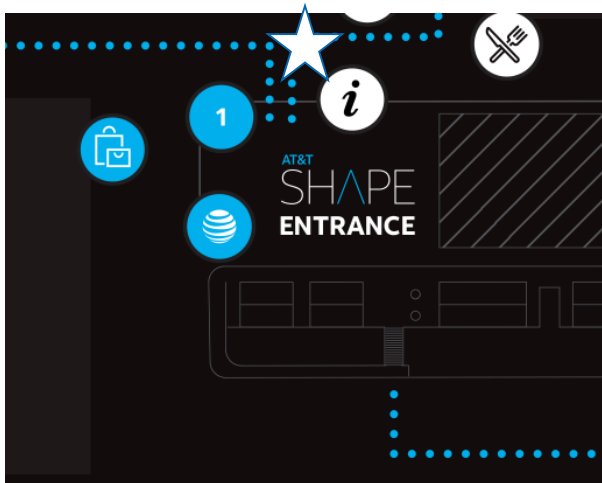
Stage 48



Food Truck



Lulu decides her path



Lulu notices two major paths. She chooses to head toward Midwest St., since she has networking meetings there later.

Improvements

High-impact branding



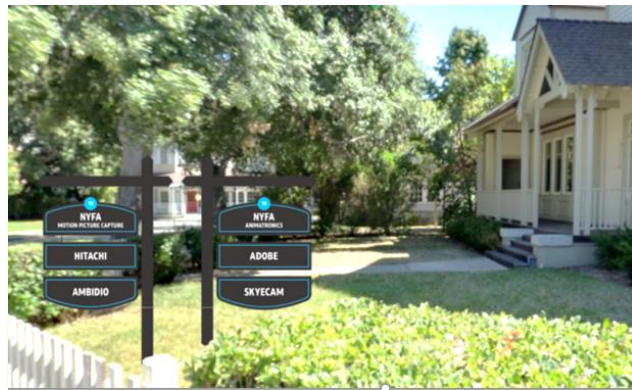
Lulu arrives at the exhibits on Midwest St.



Lulu arrives at the iconic backlot where homes, buildings and storefronts house cool tech- and entertainment-related exhibits.

Improvements

- More engaging venue for exhibits
- More diverse exhibits



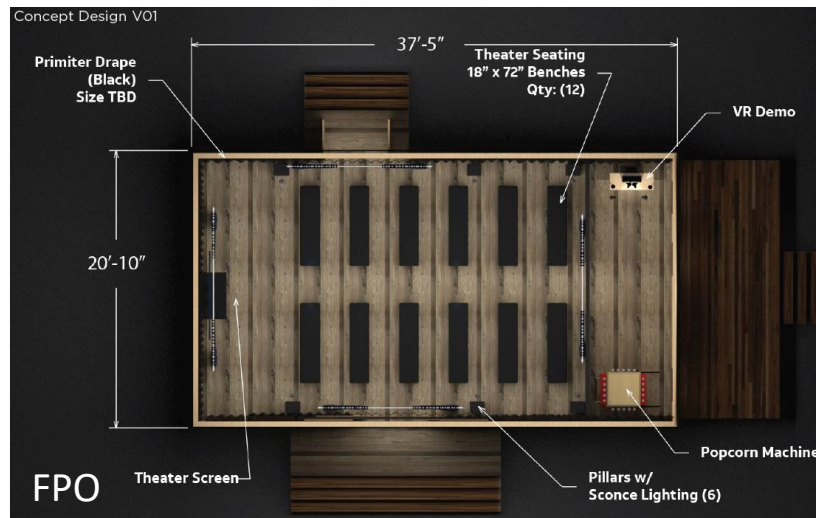
Lulu visits the AT&T exhibit



Lulu spots the AT&T booth, where she learns about 5G. She enjoys the Victorian theme.

Improvements

- Better showcases innovative AT&T offerings
- Provides fun and unique atmosphere



Lulu visits other exhibits



Lulu visits the Samsung and The VR Company exhibits, where she learns about their solutions.

Improvements

- Carefully curated exhibits
- Exhibit diversity improved



The VR Company



Samsung



Lulu decides to participate in the Scavenger Hunt



Lulu learns about the Scavenger Hunt. She decides to participate and visits the exhibits where she can find codes.

Improvements

- No sign in required to participate
- Real-time validation of codes
- On website instead of separate app

AT&T
SHAPE

Speakers Exhibits Networking Scavenger Hunt Tours Map Schedule Sign In

SCAVENGER HUNT

Submit 15 unique codes below to be entered in a chance to win awesome prizes! Codes will be displayed in the area of the locations named below.

Scavenger Hunt Locations

Location 1	1234	✗
Location 2	Enter Code	
Location 3	5642	✓

Code Locations Highlighted in Blue

WARNER BROS. STUDIOS

Create a map that highlights all of the scavenger hunt locations. We should consider creating a grid where there are approximately 30 overall code locations but that completing at least 15 codes requires approximately 80% + of entire location area to complete.

Now that you've entered valid codes, please complete the following information to be entered for your chance to win.

35948



SUBMIT

NOTE: By clicking this button, you agree to the [SHAPE Membership Terms and Conditions](#)



Lulu explores other Midwest St. attractions



Lulu is ready for lunch. As she peruses options, she's intrigued by other attractions.

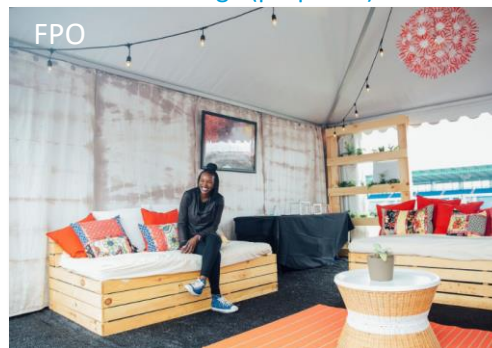
Improvements

- Spacious location with diverse activities
- Integrated into backlot

App Challenge



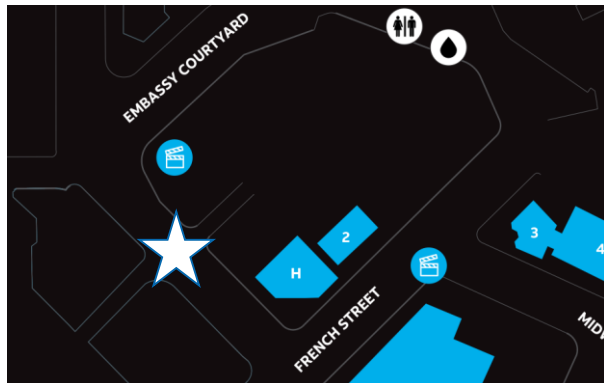
Otter Media Lounge (proposed)



Kforce Photo Op



Lulu discovers the Create-a-thon



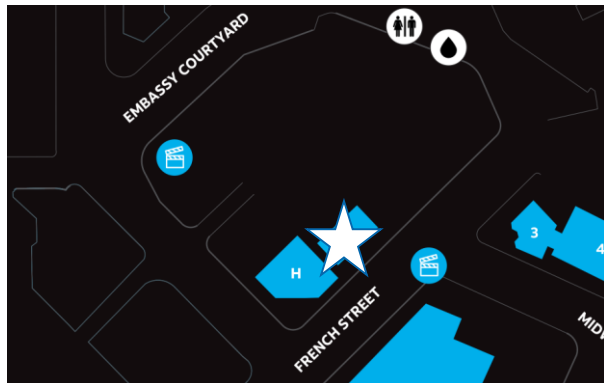
After lunch, Lulu notices signs for Live Filming and decides to investigate. She follows signage to a viewing area.

Improvements

- Better filming locations
- Curated viewing with tour guides



Lulu screens past winners



While there, Lulu discovers the screening room, complete with popcorn machine and VR stations, where she can watch winning films.

Improvements

Showcase past winning films of Create-a-Thons and Film Awards



Lulu attends networking meetings



Lulu is greeted by Networking Lounge hosts who check her in and usher her to her table. She makes solid connections over the next 45 minutes.

Improvements

New feature that addresses guest feedback



Lulu takes a guided tour



Lulu remembers the signs she saw earlier for the tours and decides to take one. She gets in the tour line, a shuttle picks her up, and she embarks on the tour.

Improvements

- Two full days of tours
- Different experiences each day



Archive Museum



The Ellen Set



Prop House



Picture Car Vault



The Big Bang Theory Set

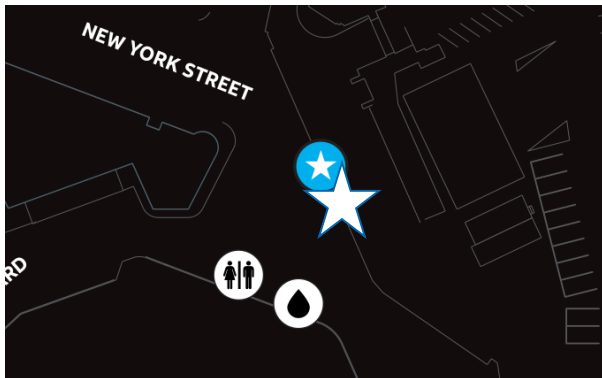


Ashley Boulevard



New York Street

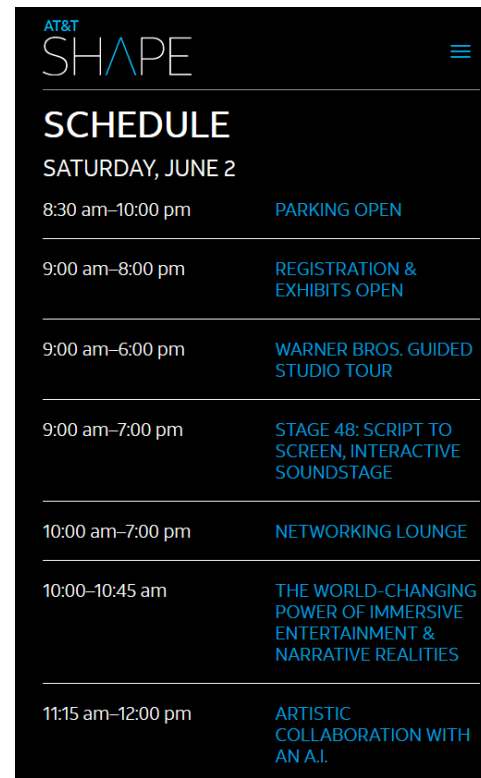
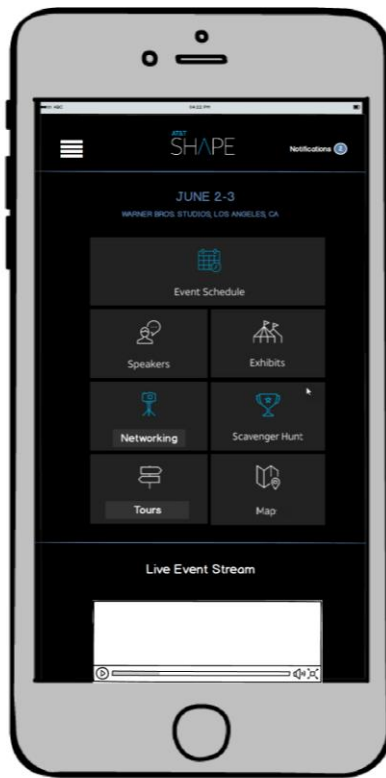
Lulu decides what to do next



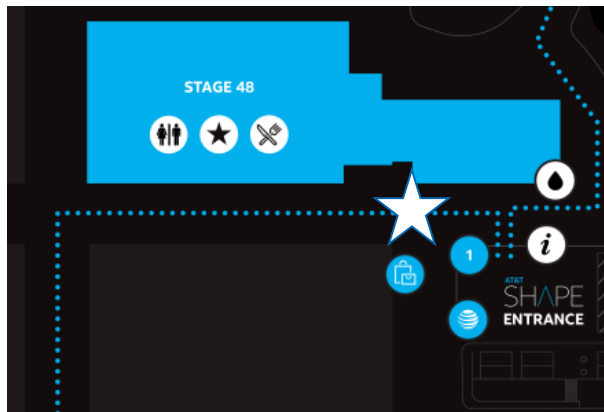
Lulu receives an SMS notification about speaker sessions. She gets out her phone and goes to shape.att.com. She looks at the schedule then the map.

Improvements

- Website replaces mobile app
- App-like view for day of event



Lulu makes her way to Stage 29



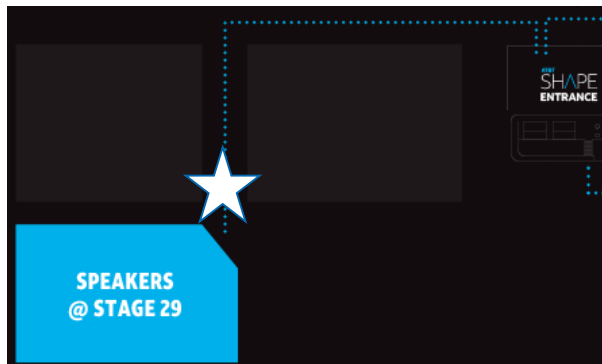
Lulu returns to the SHAPE entrance and takes the second path, toward Stage 29.

Improvements

- High-impact branding
- Easier for guests to find way through venue



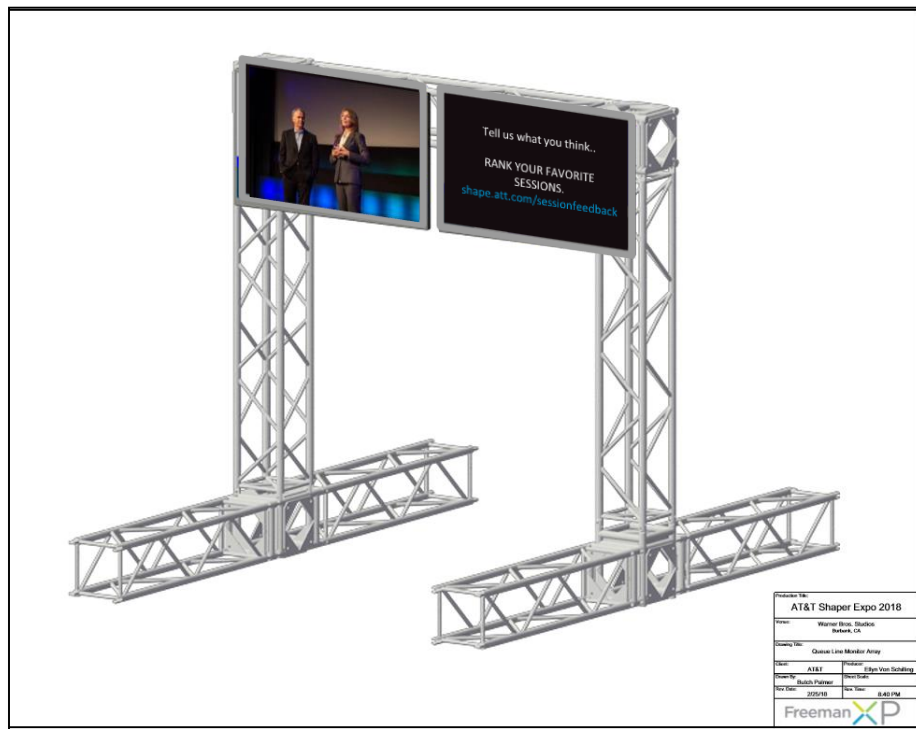
Lulu goes to see a speaker



Lulu goes to Stage 29. She's early but gets in line for the speakers since there are already people in the queue. She watches the previous session on the truss monitors, which help her pass the time.

Improvements

- Improved line management, capacity, and comfort
- Convenient session viewing



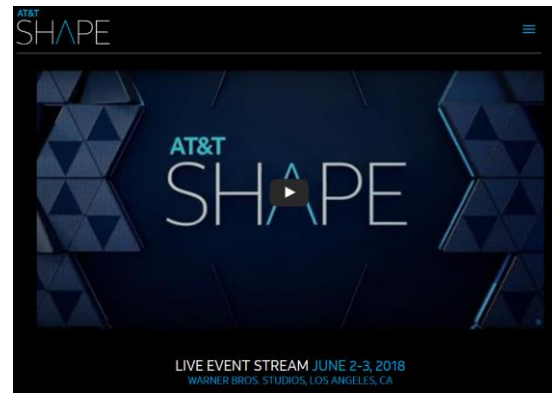
Lulu shares the live stream



While watching, she thinks of her friend who would benefit from seeing it and texts him the URL shape.att.com so he can watch the live stream.

Improvements

- Live stream closed captioned
- Dual streams for easy on-demand post-event



2017	• 74,885 views
2018	• Projected 150,000 views (+50% growth in live stream views)



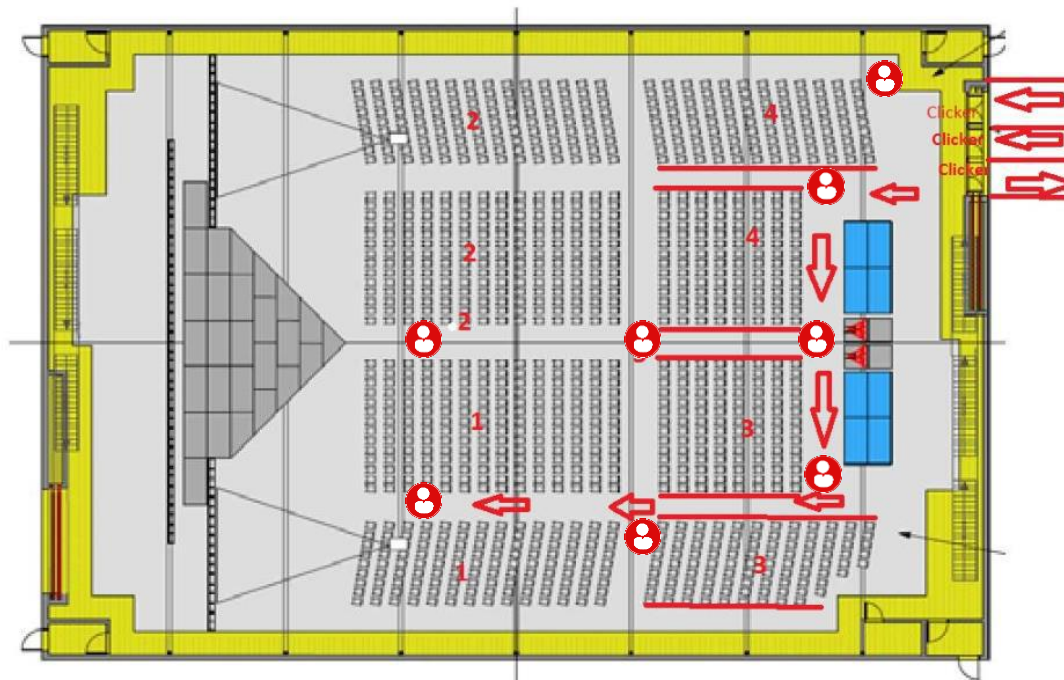
Lulu takes a seat


**SPEAKERS
@ STAGE 29**

The previous session ends, and the line begins to move steadily. Staff directs Lulu into the soundstage, where a seat is available in the theater space.

Improvements

- Double 2017 capacity
- Unique venue



Lulu gets a reminder



Once the session is over, Lulu sees a reminder to provide feedback for the session at shape.att.com. She also sees slides promoting a block party starting after her session.

Improvements

- Replaces mobile app
- No sign-in required
- Easy to download feedback

AT&T SHAPE Speakers Exhibits Networking Scavenger Hunt Tours Map Schedule Sign In Notifications

SESSION FEEDBACK

Saturday June 2, Stage 29
For the sessions you attended, please give us your feedback.

By default, each session defaults to Not applicable. All fields are optional so that the user can submit only the sessions they attended.

Session Title, start time - end time:

☐ Not Applicable ☐ Loved It ☐ Liked It ☐ Meh ☐ Yuck

Additional Comments (Optional):

Session Title, start time - end time:

☐ Not Applicable ☐ Loved It ☐ Liked It ☐ Meh ☐ Yuck

Additional Comments (Optional):



Lulu receives a giveaway

**SPEAKERS
@ STAGE 29**



As she leaves the session, she sees staff handing out swag vouchers. After she gets her swag, she notices directional staff waving lollipop signs for the block party.

Improvements

Streamlined distribution process



Lulu attends the party



Lulu goes to the party, where she's impressed with the prizes DIRECTV NOW is handing out. After she heads home, she reflects on the fun she's had that day.

Improvements

- Additional entertainment elements
- Prizes
- Improved food and beverage

Saturday: Carnival Night



Sunday: Block Party



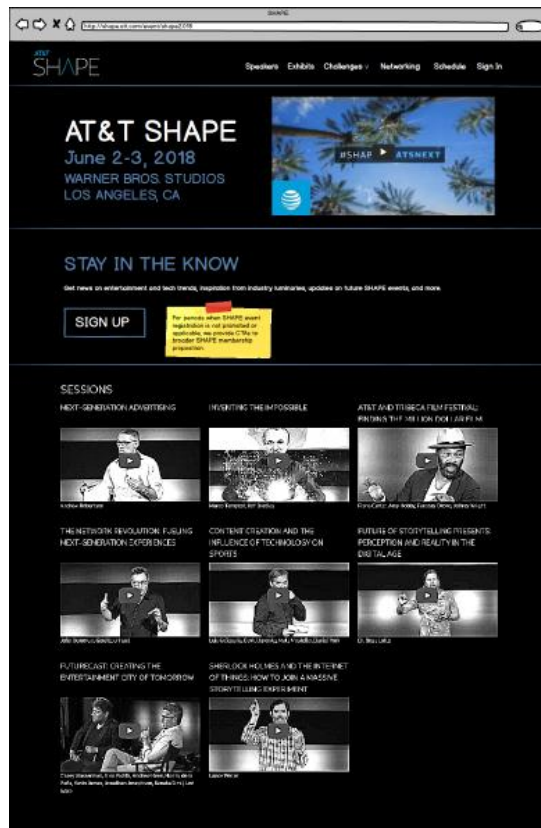
Lulu catches up on what she missed

That Monday, Lulu goes to shape.att.com to view recorded sessions. She watches a few of the sessions she missed as well as the Film Awards winning films.

She notices a place to sign up to save the date for next year and enters her email address.

Improvements

- Sessions available upon demand (as speaker contracts allow) much more quickly
- Save the date available more quickly



Speaker/VIP experience

Speakers enter through Gate 2 and park in the lot next to Stage 29.

VIPs enter through Gate 7 and park at Lot A, near the event entrance.

Improvements

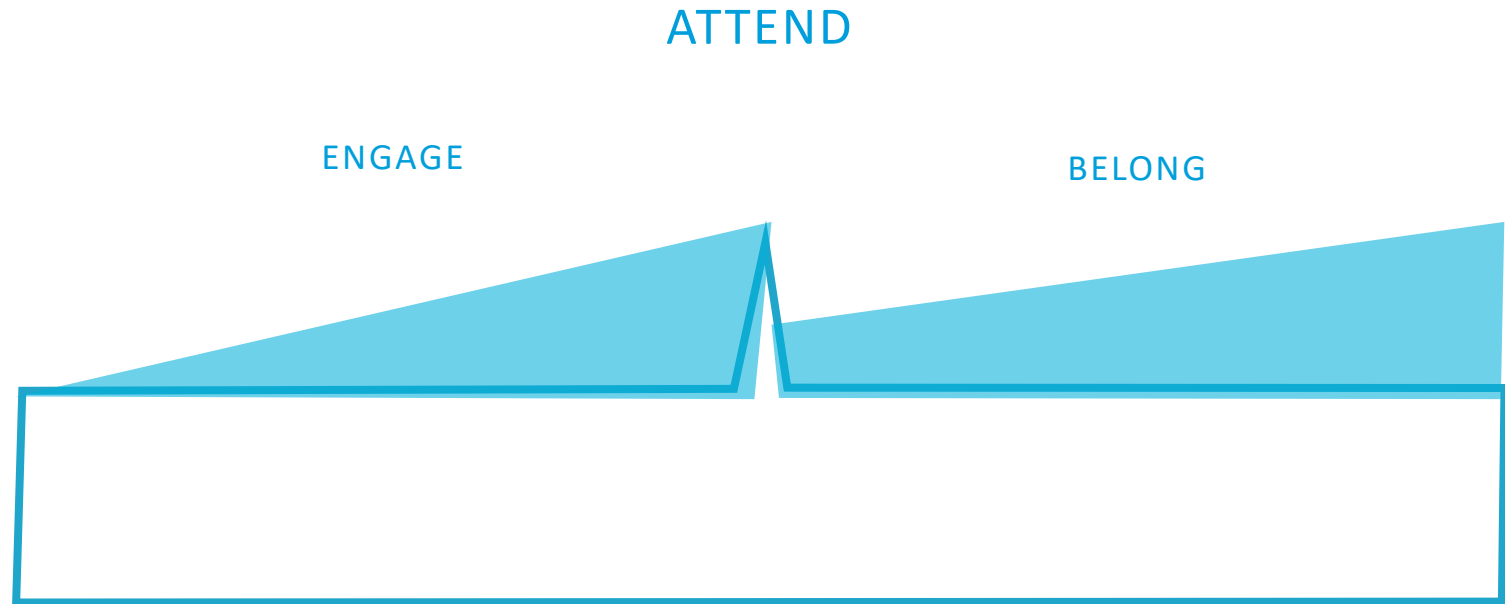
- Increased amount of directional signage
- Speaker parking is right next to soundstage



Keeping our audience engaged post-event



Extending the developer / media maker journey



Website functionality evolution

Pre-event

- Mobile-first design
- Membership account
- Personalized calls-to-action
- Newsletter
- Blog

Days of event

- Streaming video
- Scavenger Hunt*
- Session feedback*
- Event notifications*
- Map*

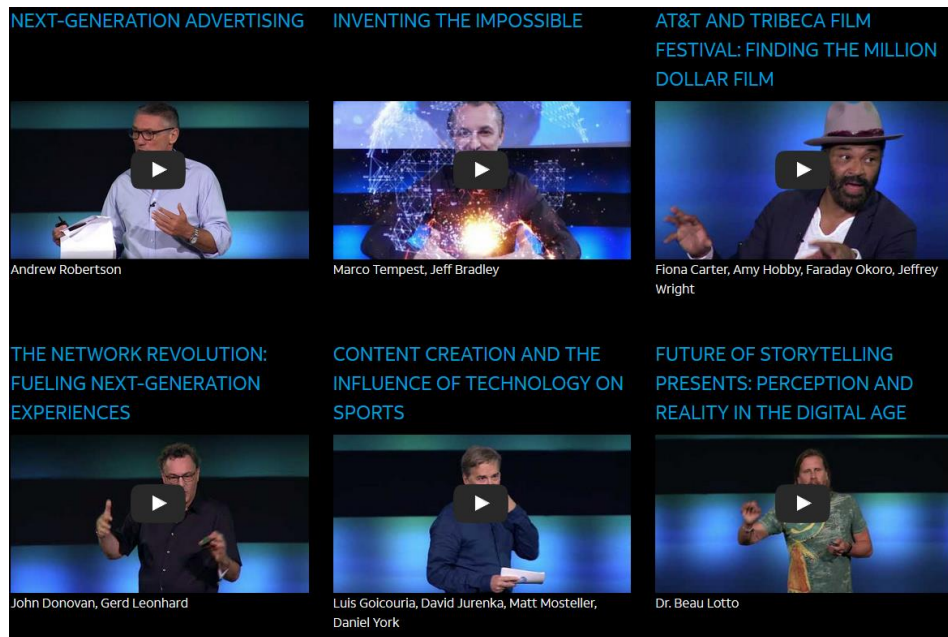
Post-event

- On-demand video
- Newsletter
- Blog
- Expanded content

* Replaces third-party mobile app

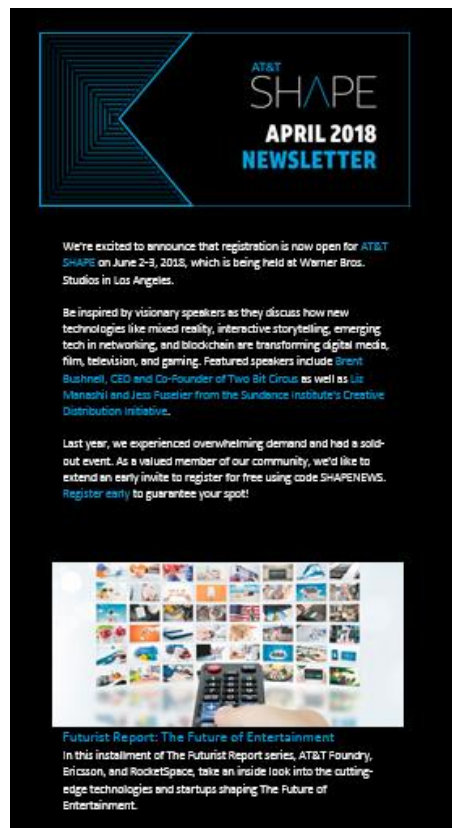
On-demand video

- Full sessions posted on site
- Clips from sessions used as content and to promote full sessions (newsletter, blog, social)
- Winning films from Film Awards and Create-a-thon posted once available



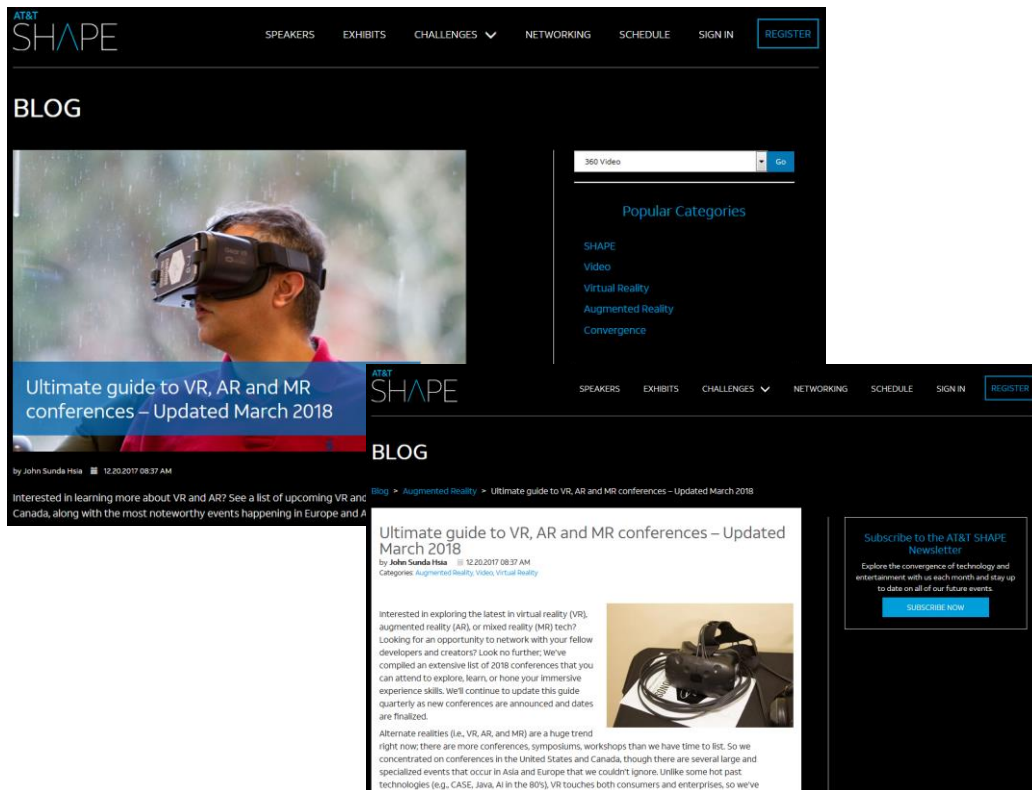
Newsletter

- Users can sign up for the newsletter during either account creation/registration or on stand-alone page
- Newsletter sent monthly—will promote content generated by the event, such as videos and blog posts



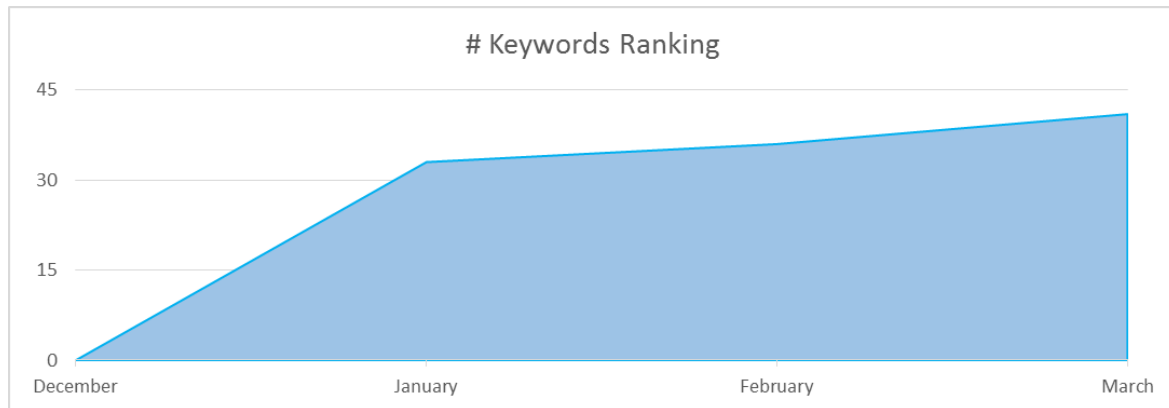
Blog

- Content related to convergence of tech and entertainment
- Steady stream of updates keeps site relevant and helps with SEO (and traffic, by extension)
- Takes and expands upon content derived from event



Convergence authority update

- First page Google ranking for 41 keywords associated with convergence on SHAPE.att.com
- 11% growth in organic traffic to SHAPE.att.com



Targeted Convergence Keywords

Technology Convergence

Digital Convergence

Media Convergence

Network Convergence

Entertainment Convergence

Expanded content

- Futurist reports
- Interviews
- Create-a-thon live voting (and winners posted once determined)
- Film Awards winners posted
- Third-party articles



AT&T SHAPE

Speaker On-Site Management &
Staffing Plan

As of 04/16/2018



Definitions

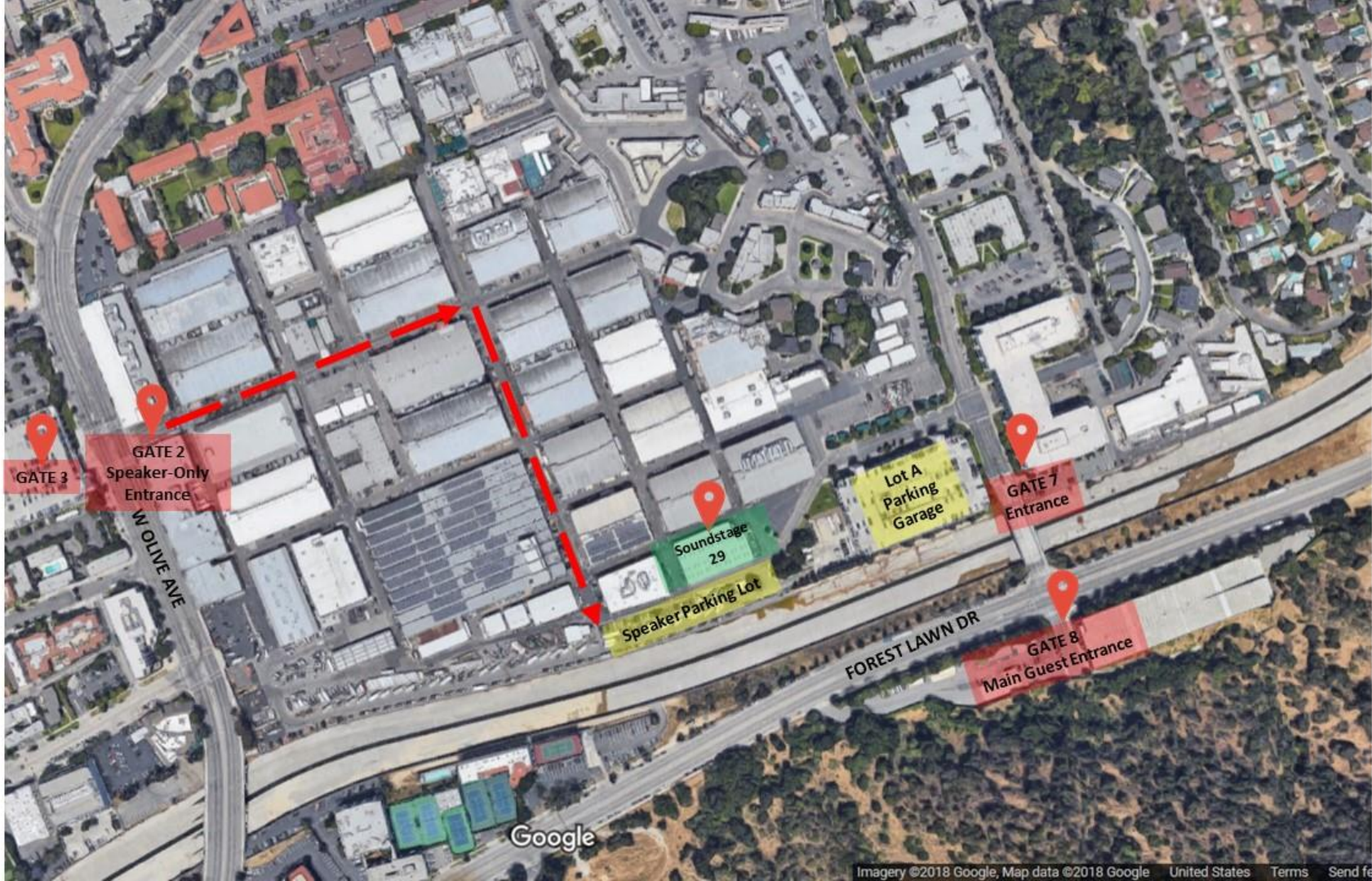
	Speakers (formerly known as VVIPs)	Guests who enter at Gate 7 / Lot A	All other Guests
Includes	- All Speakers - External Speaker - AT&T Executives - Guests of Speakers who: - Are accompanying the Speaker, or - Are named on the Approved Visitor List Ex: Agents, Chiefs of Staff, Staff, PR Reps, Special Guests (ex: Mayor)	- AT&T Developer Program staff - External Event Management Staff (Freeman, Maritz) - AT&T Employee Volunteers - Exhibitors (AT&T Booth + External) - Media (AT&T PR + External) - AT&T Executives who are not speakers - Special guests of AT&T Execs with custom code - SHAPE Competition Participants: App Challenge, Create-a-thon, Film Awards - Time Warner Guests (WB will have their own access)	Everyone else
Entry Gate & Parking	Gate 2 Soundstage 29 Parking	Gate 7 Lot A Parking	Gate 8 Gate 8 Parking
Badge Level	Speaker (+ All Access, if needed/appropriate)	Either AT&T or Guest, as appropriate - Staff (+All Access, if needed/appropriate) - Exhibitor - Media - Create-a-thon	Guest
Access To	- Soundstage 29 Access (to enter/exit as needed) - Soundstage 29 Backstage - Green Room - Media/PR Interview Room - Exec Work/Mtg Room	As appropriate to Badge Level	General Event



Definitions

- **Approved Speaker/Gate 2 Entry List**

- Will be compiled by Jeana Chaffin from AT&T and Kathy Doyle from Maritz
- Master will be maintained by *Gate 2 Greeter*; copies will be given to *Green Room Attendant*, *Gate 7 Greeter*, and Speakers will be entered into the registration system for Gate 8 Attendants to reference with code “Speaker”
- List contains all those permitted to enter at Gate 2:
 - List of Speakers
 - List of names submitted by Speakers as those people who will be accompanying the Speaker:
 - » Agents
 - » PR Representatives
 - » Special Guests
 - » Chief of Staff, Staff





Speakers: Four Arrival Processes to Account For

1. Speaker arrives at Gate 2 – *as expected*
2. Speaker arrives at Gate 7 – *unexpectedly*
3. Speaker arrives at Gate 8 – *unexpectedly*
4. Non- Speaker arrives at Gate 2 – *unexpectedly*



1. Speaker Arrives at Gate 2, as expected

1. All Speakers will be instructed to arrive through Gate 2, which is at 4300 W OLIVE AVE
2. WB Security will ask all guests to present a valid, government-issued photo ID (License, Passport, Military ID)
 - The name on this photo ID **must** match the name on the [Approved Speaker/Gate 2 Entry List](#).
3. After clearing Security...

Arrival in a vehicle		If arrival on foot or via rideshare (will try to minimize/avoid)	
1.	Speakers will be given a “Speaker” wristband/badge, plus All-Access badge, if appropriate	1.	Open any bags, purses or briefcases for inspection
2.	Vehicle drivers will be given a XXXX-colored placard to place on the car’s dashboard.	2.	Speakers will be given a “Speaker” wristband/badge, plus All-Access badge, if appropriate
3.	Vehicle shall proceed down the signed street path, following directions to designated parking lot next to Soundstage 29. • 25 parking spaces will be available for VVIPs on Saturday & Sunday. • Driving path will be the same when entering and exiting the Lot.	3.	Gate 2 Greeter shall call for a golf cart to pickup and drive the Speaker to the Green Room or to the first location required for the Speaker.
4.	A Soundstage 29 Parking Lot Greeter shall meet the Speaker’s party in the Soundstage 29 parking lot and direct the party to the Green Room or first location required for the Speaker (ex: Media Roundtable on Saturday AM)		
5.	The driver will either leave the Lot and return later to pickup the Speaker party, or park the car for the duration of the Speaker’s on-site engagement.		



2. Speaker arrives at Gate 7, unexpectedly

Arrival in a vehicle	Arrival on foot	Arrival via rideshare
1. <i>Gate 7 Greeter</i> confirms that Speaker is on the Approved Speaker/Gate 2 Entry List. 2. <i>Gate 7 Greeter</i> instructs the driver to turn around and proceed to Gate 2, where the process for Gate 2 Arrival will be followed.	1. <i>Gate 7 Greeter</i> confirms that Speaker is on the Approved Speaker/Gate 2 Entry List. 2. Because Gate 7 does not have the ability to process registrations, <i>Gate 7 Greeter</i> instructs the person to walk over to Gate 8. 3. Follow Gate 8 <i>process (next slide)</i>	1. Person is dropped off in the roundabout, and must walk to Lot A. 2. At Lot A's registration table, Speaker is given a wristband/badge and instructed to wait for golf cart. 3. <i>Lot A Registration Staffer</i> calls Ian Schwartz, who will call for a golf cart to pickup and drive the Speaker to the Green Room or to the first location required for the Speaker. 4. Ian Schwartz sends a text message to Jeana Chaffin to notify that Speaker has arrived and is on his/her way to Green Room or other location.



3. Speaker arrives at Gate 8, unexpectedly

1. *A Gate 8 Registration Staffer* confirms that the person is in the registration system as a “Speaker.”
2. Speaker shall be given a “Speaker” wristband/badge.
3. *Gate 8 Registration Staffer* informs Ian Schwartz, who arrange for the ADA Shuttle to pickup and drive the Speaker to the Green Room.
4. Ian Schwartz shall send a text message to Jeana Chaffin to notify her that the Speaker has arrived and is on his/her way to Green Room.



4. A Non-Speaker arrives at Gate 2...

SCENARIO 1: Person is not on **Approved Speaker/ Gate 2 Entry List**, but is accompanying a Speaker:

1. The person shall be permitted to enter with the Speaker.
2. *Gate 2 Greeter* adds the name of the person to the **Approved Speaker/Gate 2 Entry List**.

There is no need to enact the **Speaker/Gate 2 Escalation Call Tree** to verify admittance.

SCENARIO 2: Person is neither on **Approved Speaker/ Gate 2 Entry List**, nor accompanying a Speaker:

1. *Gate 2 Greeter* will refer to the **Gate 7 Entry List** – if person is on that list, then instruct to proceed to Gate 7 and park in Lot A.
2. If not on **Gate 7 Entry List**, *Gate 2 Greeter* will enact the **Speaker/Gate 2 Escalation Call Tree** to ask if the person should be permitted to enter at Gate 2.
3. If approved, the car shall enter and proceed to park at Soundstage 29; *Gate 2 Greeter* shall add the name to **Approved Speaker/Gate 2 Entry List**.
4. If denied approval, person shall be instructed to enter at Gate 8.



At Green Room & Soundstage 29

- There will be one main Green Room trailer next to the Soundstage 29 building.
- A second multi-functional room will also be available for use as either a second Green Room or an executive meeting room.
- Complimentary catering, hair styling, and makeup services will be available in the Green Room 30-45 minutes prior to the Speaker's performance.
- About 10 minutes prior to the Speaker's performance, Steve/Charlene from FREEMAN shall escort the Speaker from the Green Room to the Backstage area to get mic'd up.
- After the Speaker's performance, Steve/Charlene from FREEMAN shall escort the Speaker from the Backstage area to the Green Room.
- After retrieving his/her belongings, a *Speaker On-Site Escort* shall escort the Speaker from the Green Room to the location of the 1:1/Media interview, or to the location of the next on-site engagement, or to the parking lot to exit.



AT&T Executive Hospitality Suite in Building #18

Building # 18



Reserved only for AT&T Executives to use:

- Food & Beverages
- Meeting Space (although, it is an open seating area)





Staff Roles & Descriptions (1 of 2)

Gate 2 Greeter (Maritz – TBD)	Soundstage 29 Parking Lot Greeter (Maritz – TBD)	Gate 7 Greeter (Maritz – TBD)	Golf Cart Driver x 2 (Maritz – TBD)
• Maintain Master version of Approved Speaker/Gate 2 Entry List • Confirm that persons arriving at Gate 2 are on the list • Use Speaker/Gate 2 Escalation Call Tree if someone arrives at gate who is not on the Approved Speaker/Gate 2 Entry List and is not accompanied by someone who is on the list • Hand out appropriate event wristbands/badges • Send a text message to (group text) to inform <i>Soundstage 29 Parking Lot Attendant</i> and <i>Green Room Attendant</i> and <i>Speaker On-Site Escort</i> that the Speaker has arrived	• Make sure only cars with proper signage are parked in lot • Know how many parking spots are available, and proactively notify <i>Gate 2 Greeter</i> if no spots are available, or if cars are not leaving the lot when expected to • Provide directions for Speaker to walk from parking lot to Green Room • Send a text message to (group text) if assistance is needed for Speaker • Help out as a <i>Speaker On-Site Escort</i>, if needed	• Maintain copy of Approved Speaker/Gate 2 Entry List • Confirm that Speakers who accidentally arrive at Gate 7 are on the List • Instruct Speakers in vehicles to either enter at Gate 2 or park in Lot A • Arrange for a golf cart to drive Speaker to Green Room, or to next location for Speaker and send a text message to (group text) to inform that the Speaker on his/her way	• Available on-call to drive golf cart between Gate 2 and Lot A, and the next location for Speaker



Staff Roles & Descriptions (2 of 2)

Green Room & Exec Meeting Room Attendant (AT&T - CHAFFIN)	Speaker On-Site Coordinator (Maritz – DOYLE)	Speaker On-Site Escort (Maritz – TBD)	1:1 Interview Room Attendant (AT&T – ROLAND?)
• Manage entry door policy • Act as concierge for both rooms; greet parties; offer food and bev • Ensure area is clean and supplied • Answer general questions and assist with requests • Know who to call if need assistance • Keep possession of Approved Speaker/Gate 2 Entry List and list of where each Speaker will go before/after speaking session • Act as the “hub” to coordinate with Maritz to know who is arriving, who’s in each Green Room, where the Speakers need to go next, anything that is needed, etc. • Coordinate with <i>Speaker On-Site Escort</i> to take the Speaker to next location on the studio lot or back to the Soundstage 29 parking lot	• Act as the “hub” to coordinate with AT&T to know who is arriving, who’s in each Green Room, where the Speakers need to go next, anything that is needed, etc. • Know at all times (1) the modes of transportation of arrival & departure, (2) times of arrival & departure, and (3) accompanying Guests for each Speaker • Coordinate any on-site requirements, such as arranging Golf Carts, Escorts, Car Service.	• Keep possession of a document listing where each Speaker will go before/after speaking session • Coordinate with <i>Soundstage 29 Parking Lot Attendant</i>, <i>Green Room Attendant</i> and <i>1:1 Interview Attendant</i> to make sure Speaker is ready to be escorted • Accompany Speaker to/from the locations where they need to be on the Studio Lot	• Manage entry door policy • Act as concierge; greet parties as they enter for their PR/Media interview • Answer general questions and assist with requests • Contact <i>Speaker On-Site Escort</i> to take the Speaker to next location on the studio lot or back to the parking lot • Coordinate with <i>Green Room Attendant</i>
• The people in these four roles will keep in close communication with each other, the <i>Gate 2 Greeter</i> and the <i>Soundstage 29 Parking Lot Attendant</i> to ensure that a Speaker’s whereabouts are known (know <i>The Marauder’s Map</i>), and will help each other with escorting Speakers and their parties around the Soundstage 29/Speaker-related locations.			



Speaker/Gate 2 Escalation Call Tree

Use this list to (1) escalate when someone arriving at Gate 2 is neither listed on the Approved Gate 2 Entry List nor accompanied by a Speaker, or (2) a Speaker has not arrived on-time, has a special need, or has encountered a problem.

Before calling someone on the Call Tree, do the following:

1. Obtain full name of person who is not on the Approved Gate 2 Entry List, as well as their title/role
2. Confirm which Speaker this person is supposed to be accompanying and get that Speaker's full name as well
3. Is the person in a vehicle that needs to park on the Soundstage 29 Lot?

Escalation Call Tree

Only proceed to call the next person on the list if you do not receive an answer, or are instructed by the person you called to do so.

1. First, call **Jeana Chaffin** of AT&T: (425) 233-7356. She will escalate to others within AT&T if needed. *If not reachable...*
2. Next, call **Kathy Doyle** of Maritz: (317) 460-1486. *If not reachable, retry from start of Tree.*

Only if necessary for emergency escalation: Call **Carolyn Billings** of AT&T: (425) 922-4551



Speaker Management Group Text

Name	Role	Mobile Number
Jeana Chaffin	Green Room/Exec Mtg Room Attendant	(425) 233-7356
Kathy Doyle	Speaker On-Site Coordinator	(317) 460-1486
TBD - Maritz	Speaker On-Site Escort	
Christy Roland	1:1/Media Interview Room Attendant	(425) 979-0971
TBD - Maritz	Soundstage 29 Parking Lot Attendant	
TBD - Maritz	Gate 2 Greeter	
Steve / Charlene	Freeman Stage/Backstage (??)	