Everything you and your manager need to know

Get ready for an action-packed week full of educational sessions, networking events, inspirational keynotes, and more. Over the course of two days, you’ll hear from 100+ speakers across 6 tracks and over 60+ breakout sessions. This conference will provide you with opportunities to connect with peers in your region or industry and hear from our clients firsthand on how you can maximize the value of your system.

Receive support from our Cornerstone Genius Bar where we’ll feature team members from various departments to guide you through the week. Whether you’re looking for product support, want to learn more about our different content services offerings, or get involved with our Client Engagement programs – we have it all.

Conference Dates: May 18-20, 2020
Location: Marriott Marquis San Diego Marina Hotel
333 W Harbor Drive, San Diego, CA
Website: cornerstoneconvergence.com

In this toolkit, you’ll find a number of resources to help you and your manager understand the value of attending the Cornerstone Convergence conference.

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See why more than 2,000 professionals come to Convergence year-after-year. You won’t want to miss this. Questions? Contact the Convergence Team at convergence@csod.com.
The must-attend talent management conference of the year

Connecting over 2,000 attendees with unparalleled networking and inspiring keynotes for success in talent management. See why more than half of our attendees say they’ll be back for Convergence 2020!

What’s in it for you?

Get Inspired
Over 60 sessions across 6 tracks created to educate and inspire our new and prospective clients.

Learn From the Best
Learn from top Cornerstone trainers how to expand your Cornerstone talent management software knowledge.

Speak Your Mind
Contribute to Cornerstone’s product roadmap. Your voice counts!

Quality Time
Get one-on-one time with Cornerstone executives and consultants.

Connect & Share
Network with peers from companies of all sizes, industries, and from around the globe.

Have Fun!
Enjoy live performances, food and cocktails at our social events.
Attendees said this about their experience

- 91% of attendees would recommend the conference to colleagues or clients
- 89% of attendees agreed that there was sufficient opportunity for networking
- 88% of attendees agreed that they are able to apply the knowledge and skills they learned
- 81% of attendees agreed that this event was a worthwhile investment in their career

Who Attends?

- 2000+ Attendees Worldwide
- 803 Organizations
- 15 Industries
- 31 Sponsoring Partners
- 22 Countries

Industry Types

- Business Services: 6%
- Energy & Chemicals: 3%
- Higher Ed: 4%
- Financial Services: 13%
- Healthcare: 11%
- K-12: .5%
- Life Sciences: 4%
- Manufacturing: 11%
- Non-profit: 6%
- Public Sector: 6%
- Federal Gov’t: 7%
- State and Local Gov’t: 8%
- Retail/Supply Chain: 18%
- Technology: 18%
- Other: 18%

Attendees Types

- Executive (C-Level): 3%
- Mid-Management (Manager, Sr. Advisor): 32%
- Upper Management (Director, VP): 18%
- Non-Management (Administrator, Coordinator, Specialist): 44%
- Other: 3%
What to expect

Past Speakers

- RSM
- Kaleida Health
- sodexo
- SiteOne
- DXC.technology
- Bluewater
- alight
- TATA Consultancy Services
- Kronos
- Ultimate Software
- Deloitte

6 TRACKS
5 KEYNOTES
5 NETWORKING EVENTS
60+ BREAKOUT SESSIONS

Past Sponsors
### Agenda-at-a-Glance 2020

**MAY 18 [Monday]**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-conference Training</td>
<td>8:00AM – 5:00PM</td>
</tr>
<tr>
<td>Partner Summit (Partners Only)</td>
<td>9:00AM – 2:30PM</td>
</tr>
<tr>
<td>Industry Analyst Day (Industry Analysts Only)</td>
<td>10:00AM – 5:00PM</td>
</tr>
<tr>
<td>Badge Pickup and Welcome Reception</td>
<td>5:30PM – 7:30PM</td>
</tr>
</tbody>
</table>

**MAY 19 [Tuesday]**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Partner &amp; Product Expo Open</td>
<td>7:30AM – 5:30PM</td>
</tr>
<tr>
<td>Registration &amp; Breakfast</td>
<td>7:30AM – 8:30AM</td>
</tr>
<tr>
<td>CEO Address</td>
<td>8:30AM – 10:30AM</td>
</tr>
<tr>
<td>Expo Break</td>
<td>10:30AM – 11:00AM</td>
</tr>
<tr>
<td>Sessions</td>
<td>11:00AM – 11:45AM</td>
</tr>
<tr>
<td>Lunch &amp; Expo</td>
<td>11:45AM – 12:45PM</td>
</tr>
<tr>
<td>Sessions</td>
<td>12:45PM – 1:30PM</td>
</tr>
<tr>
<td>Expo Break</td>
<td>2:30PM – 3:00PM</td>
</tr>
<tr>
<td>Sessions</td>
<td>3:00PM – 3:45PM</td>
</tr>
<tr>
<td>Closing Keynote &amp; Client RAVE Awards</td>
<td>4:00PM – 5:30PM</td>
</tr>
<tr>
<td>Client Party</td>
<td>6:30PM – 11:00PM</td>
</tr>
</tbody>
</table>

**MAY 20 [Wednesday]**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner &amp; Product Expo Open</td>
<td>7:30AM – 3:00PM</td>
</tr>
<tr>
<td>Registration &amp; Breakfast</td>
<td>7:30AM – 8:30AM</td>
</tr>
<tr>
<td>Opening Keynote</td>
<td>8:30AM – 9:30AM</td>
</tr>
<tr>
<td>Expo Break</td>
<td>9:30AM – 10:00AM</td>
</tr>
<tr>
<td>Sessions</td>
<td>10:00AM – 10:45AM</td>
</tr>
<tr>
<td>Sessions</td>
<td>11:00AM – 11:45AM</td>
</tr>
<tr>
<td>Lunch &amp; Expo</td>
<td>11:45AM – 1:00PM</td>
</tr>
<tr>
<td>Sessions</td>
<td>1:00PM – 1:45PM</td>
</tr>
<tr>
<td>Expo Break</td>
<td>1:45PM – 2:15PM</td>
</tr>
<tr>
<td>Sessions</td>
<td>2:15PM – 3:00PM</td>
</tr>
<tr>
<td>Product Roadmap</td>
<td>3:15PM – 4:30PM</td>
</tr>
</tbody>
</table>

Check out our Convergence 2019 Agenda-at-a-Glance [here](#).
Top 10 ways to save costs

There are a ton of benefits to registering for Convergence 2020 early. We did the hard work for you and now you can show your manager why it pays to book early. Here are the top 10 ways you can save over $700 just by taking advantage of our special discounts available exclusively for Convergence 2020 attendees. Don't miss your chance to participate in the must-attend talent management conference of the year.

1. **SUPER Early Bird Discount**
   Take advantage of our new SUPER early bird discount and get an additional $500 off your registration if you register by Nov 15, 2019.

2. **Regular Early Bird Discount**
   Missed the super early bird discount? No worries – we still offer our standard early bird discount for $300 off the regular registration rate. Register by February 28, 2020 and start saving.

3. **Loyalty Program**
   We know it takes a lot of time and dedication to spend two days out of the office, so we like to reward our loyal Convergence attendees with an exclusive discount of $200. Enter the code provided on the registration form and you can save as much as $700 just by registering early and for being a returning attendee.

4. **Industry Discounts**
   At Cornerstone, we understand the importance of budgeting. We know funding isn’t always easy, so as a token of our appreciation, we offer an exclusive $100 discount just for our attendees in the non-profit or public sector space. Code is provided on the form when you select one of the two as your industry.

5. **Refer A Friend, Get A Discount**
   You can earn a $25 discount when you refer at least 3 colleagues to Convergence. To qualify, registrants must enter three (3) names and email addresses from the same company to send the invitation to.

6. **Buy 3 Passes, Get 1 Free**
   When you buy 3 passes to Convergence, you can get 1 pass for free. All you need to do is register all (4) attendees in the same form, and one free pass will automatically apply at checkout.

7. **Book your travel now**
   Don’t miss out on our special discounted room rate at the Marriott Marquis San Diego Marina Hotel. To reserve your room before it sells out, visit our website at cornerstoneconvergence.com/hotel-travel.

8. **Breakfast and lunch on us**
   Travel costs can get expensive – not to mention including your breakfast, lunch, and dinner for the week. We want to make it easier on you by providing a variety of meals without any added cost to you. Here’s what you can expect:  
   • Welcome Reception on Monday evening (includes heavy appetizers)  
   • Breakfast, Lunch and Dinner on Tuesday, and Breakfast and Lunch on Wednesday  
   • Client & Partner Appreciation Party on Tuesday evening (includes sit down dinner)

9. **Apply to be a speaker for Convergence**
   Don’t forget to apply as a speaker for Convergence and you could win one (1) free pass if you are selected. That’s a $1,225 value! All winners will be notified by email after the submission close date.

10. **Apply for a Cornerstone Client RAVE Award**
    If you missed out on all the above, you can still qualify for one (1) free pass to next year’s Convergence conference by applying for a Client RAVE Award. Winners will receive one pass to Convergence 2021, so be sure to apply before the deadline.

QUESTIONS?

Contact the Convergence Team at convergence@csod.com. See you in May!

*All use of discount promotional codes are audited by the Convergence Team.*
Justification letter

Make your case and use this letter template to help you explain all the benefits you’ll get from attending Cornerstone Convergence. You can copy and paste the text into any word document and customize it to fit your organization’s specific needs.

[Month] [Day], [Year]

Dear ___NAME OF APPROVER___________,

I would like to request for approval to attend the Cornerstone Convergence Conference on May 18-20, 2020, in San Diego, CA. This conference offers two days of comprehensive topics, technical sessions, industry, product, and geography-based networking, which will bring critical value to my work as a JOB TITLE.

Convergence Conference 2020 will provide me with opportunities to connect and share with others, which will allow me to learn new best-practice ideas to use here at COMPANY NAME. With over 60 sessions available and a number of featured client success stories and pre-conference trainings, I am confident my attendance will bring a number of new ways to maximize the value of our system.

I am seeking sponsorship for the registration fee, pre-conference training (if applicable), travel and hotel expenses.

The full conference fee is $1,225, but COMPANY NAME can save $300 by allowing me to register by February 28, 2020. I can even save an additional $200 by allowing me to register by November 15, 2019.

The breakdown of the conference costs are as follows:

• Registration Fee: $
• Pre-conference training (if applicable): $
• Airfare (Roundtrip): $
• Hotel (# nights): $
• Transportation (to and from airport): $
• Meals (breakfast and lunch is included in the fee): $

In total, I have estimated my expenses to be approximately $__________. I truly believe this will lead to a greater long-term value for our investment, as we continue to explore innovative ways to improve our organizational processes.

Thank you for your consideration of my request to attend Convergence 2020. For more information on this event, please visit www.cornerstoneconvergence.com. I look forward to your decision.

Sincerely,

Full name
Job title
Department