

The logo features a stylized white 'c' icon on the left, followed by the word 'cornerstone' in a bold, lowercase sans-serif font. Below it, the word 'CONVERGENCE' is written in a bold, uppercase sans-serif font.

# cornerstone CONVERGENCE

MAY 18-20 // 2020 // SAN DIEGO





# 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 12 tracks and over 50+ 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.

**Conference dates:** May 18-20, 2020

**Location:** Marriott Marquis San Diego Marina Hotel  
333 W Harbor Drive, San Diego, CA

**Website:** [cornerstoneconvergence.com](https://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. Materials include:

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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](mailto:convergence@csod.com).

\*subject to change

# 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, current and prospective clients.



### Quality time

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



### Learn from the best

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



### Connect & share

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



### Meet our Partners

Visit any of our 20+ sponsors in the expo hall to learn how they can add value to your organization



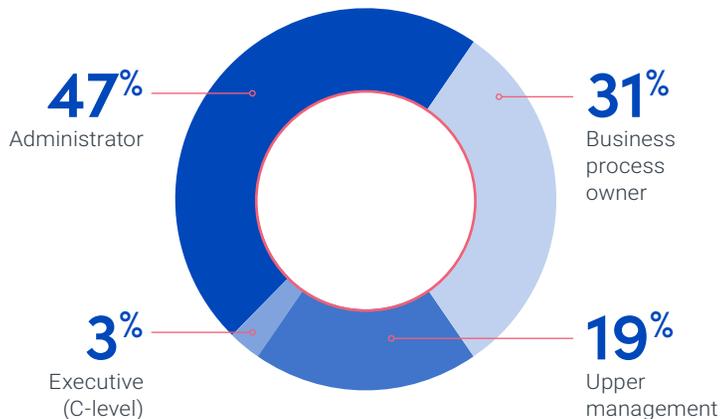
### Have fun!

Enjoy live performances, food and cocktails at our social events.

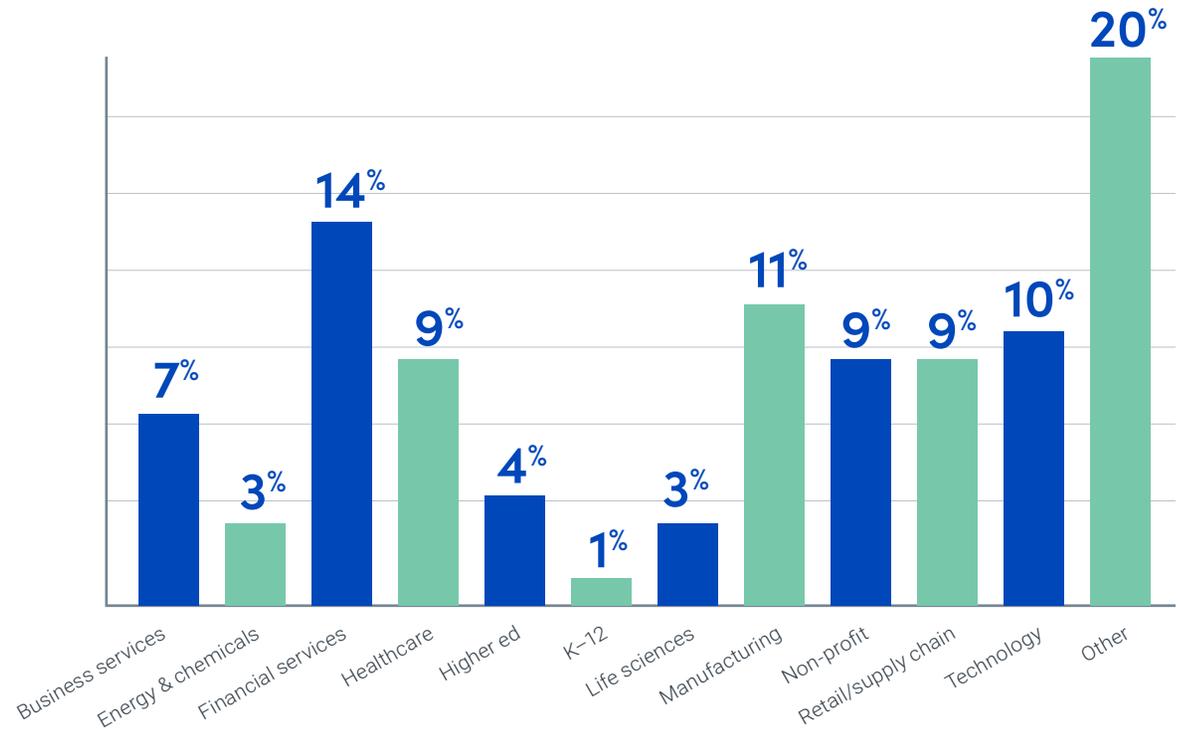
## Attendees said this about their experience

- 95%** of attendees would recommend the conference to colleagues or clients
- 90%** of attendees agreed that there was sufficient opportunity for networking
- 87%** of attendees agreed that they are able to apply the knowledge and skills they learned
- 83%** of attendees agreed that this event was a worthwhile investment in their career

## Attendees types



## Industry types



## Who attends?



# What to expect



## Past speakers

ArcBest

Assurance  
Mindfulness. Making Health.

Penn Community  
Bank



12

TRACKS

5

KEYNOTES

5

NETWORKING  
EVENTS

50+

BREAKOUT  
SESSIONS

## Past sponsors

DXC technology

Bluewater.

alight

APPIRIO  
A VEPRO COMPANY

cicplus<sup>+</sup>

Deloitte.

EDUCE  
GROUP

Ultimate  
SOFTWARE

# Agenda-at-a-glance 2020



## MAY 18, Monday

### Time

Pre-conference training	8 am – 5 pm
Industry Analyst Day (analysts only)	9:30 am – 5:30 pm
Badge pickup and welcome reception	4 pm – 6 pm

## MAY 19, Tuesday

### Time

Partner & product expo open	7:30 am – 5:30 am
Registration & breakfast	7:30 am – 8:30 am
CEO address	8:30 am – 10:30 am
Expo break	10:30 am – 11 am
Sessions	11 am – 11:45 pm
Lunch & expo	11:45 am – 12:45 pm
Sessions	12:45 pm – 1:30 pm
Sessions	1:45 pm – 2:30 pm
Expo break	2:30 pm – 3:00 pm
Sessions	3:00 pm – 3:45 pm
Closing keynote & Client RAVE Awards	4:00 pm – 5:30 pm
Convergence party	6:30 pm – 10 pm

## MAY 20, Wednesday

### Time

Partner & product expo open	7:30 am – 3 pm
Registration & breakfast	7:30 am – 8:30 am
Opening keynote	8:30 am – 9:30 am
Expo break	9:30 am – 10 am
Sessions	10 am – 10:45 pm
Sessions	11 am – 11:45 pm
Lunch & expo	11:45 pm – 1 pm
Sessions	1 pm – 1:45 pm
Expo break	1:45 pm – 2:15 pm
Sessions	2:15 pm – 3 pm
2020–2021 Product roadmap	3:15 pm – 4:30 pm

## MAY 21, Thursday

### Time

Partner summit (partners only)	9 am – 2:30 pm
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Check out our Convergence 2020 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](https://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](mailto: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](http://www.cornerstoneconvergence.com). I look forward to your decision.

Sincerely,

Full name  
Job title  
Department