



# CallRail Connect Event Guide

October 28th, 2020 | 12:00 p.m - 5:00 p.m ET

# CallRail Connect, 2020

## A half day of how-tos and to-dos

Join us for an engaging journey into all things CallRail as we dig deep into what our tools have to offer, plus insights into high-value features that are commonly overlooked. As a bonus, enjoy our Radical Candor keynote and our Spooky Spirits happy hour!

## Who Should Attend?

- **Interested in CallRail** Those who are looking to see how CallRail can help perfect their marketing.
- **Current Customers** Current customers who want to maximize their use of CallRail.
- **Integrators** Developers and technology companies seeking to create a tailored experience by integrating with or building on top of CallRail.

## Getting setup for CallRail Connect



**Join Hopin, our virtual event platform,** using the unique link in your reminder email. If the event hasn't started yet, you will be dropped into the event "waiting" page. From there, you can edit and update your profile in Hopin.

Once the event has started, you will be brought into the event's Reception page. There you will find scheduling info. And be sure check out our welcome video in the "Stage" tab for more information.

### How to prepare

We want you to enjoy the half-day event without running into any issues or technical difficulties. Here are some tips for getting ready!

1. Make sure your browser is up to date. Hopin works best on Chrome and Firefox.
2. Check your internet speed. Hopin recommends a minimum of 5mbps download and 2mbps upload. Ideally, 30mbps download and 10mbps upload or higher offers the best quality. You can test your speed on [fast.com](https://fast.com).
3. Restart your computer before tuning into the event. This helps ensure there are no other applications holding onto your video and audio.
4. Please use headphones during the to help eliminate background echos and audio feedback.

## Event information and FAQs

Be sure to join our [CallRail Connect Facebook group](#) to get questions answered, receive event updates, and connect with other CallRail Connect attendees.

### **Will the event sessions be recorded?**

Yes! All sessions will be recorded. You will receive an email with a link to access all recorded sessions a few days after the event ends.

### **Will someone be available to help me during the event?**

Absolutely, we are here to help! If you are unable to get the answer you need from this guide, please email [connect@callrail.com](mailto:connect@callrail.com).

### **Will we be available to interact with speakers during sessions?**

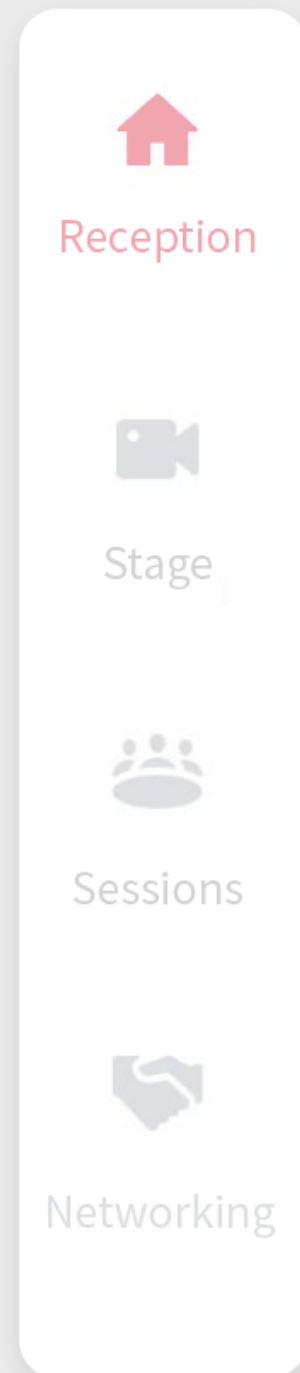
A: Yes! We encourage you to utilize the chat feature within each session. Our speakers are ready to interact with you and answer your questions.

### **What should I include in my Hopin profile?**

Please include your full name, email, company, and profile picture. Additionally, you may add your LinkedIn, Twitter, and website to connect with other event attendees.

# Getting around our event platform

Use the left side navigation bar to explore the many different areas of CallRail Connect.



 **Agenda overview**

 **Welcome + Keynote + Happy Hour**

 **Networking Breakfast + Breakout Sessions + Roundtable discussions**

 **Quick chats with CallRail experts**

# Event schedule



12:00pm-12:30pm

**Networking lunch**



12:30pm-12:40pm

**Welcome**



12:45pm-2:00pm

**Breakout sessions**



2:00pm-2:15pm

**Break + CallRail 1:1s**



2:15pm-3:00pm

**Roundtable discussions**



2:15pm-3:00pm

**Break + Callrail 1:1s**



3:15pm-4:15pm

**Keynote - Radical Candor**



4:15pm-5:00pm

**Spooky Spirits: Cocktail class & rum tasting**



**Mary Pat Donnellon**  
Chief Revenue Officer

## **Pre-event networking luncheon "Planning for growth in 2021"**

Join, CallRail's CRO, Mary Pat Donnellon, to kick off CallRail Connect with a networking luncheon (or breakfast for our west coast attendees)!

### **What's on the table for discussion?**

2020 has been challenging, so planning for 2021 is a must. Gain actionable insights into driving new business growth in the new year.



**Sessions**

## **CallRail Connect, keynote "Creating a culture of feedback"**

### **Radical Candor Coach, Aaron Dimmock**

Radical Candor is the ability to give feedback in a way that challenges people directly and shows you care about them personally. It will help you and all the people you work with do the best work of your careers and build stronger working relationships.

Our Radical Candor keynote will introduce you to concepts, vocabulary, and tactics you can put into practice immediately.



**Aaron Dimmock**  
Radical Candor

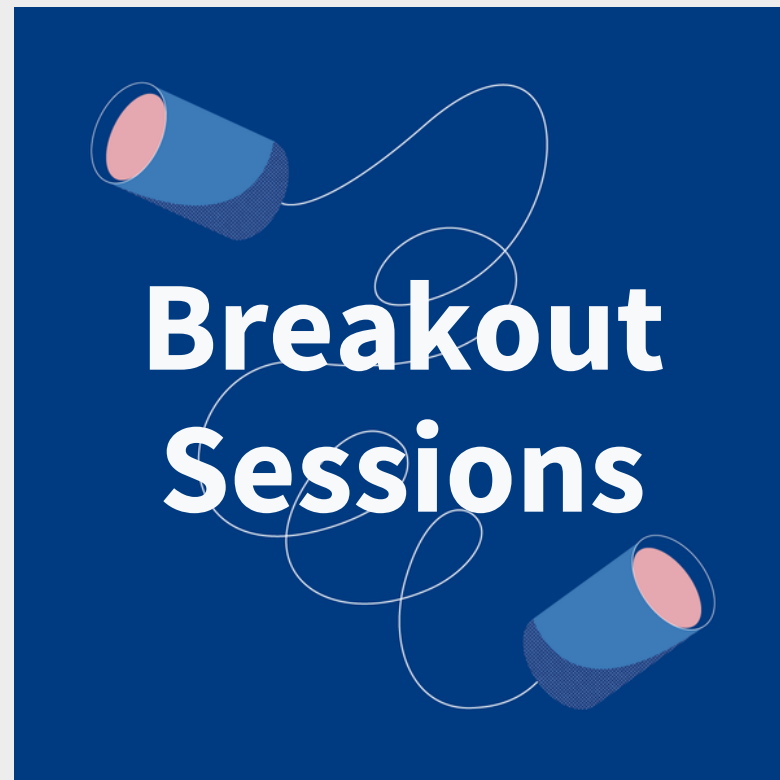


**Main Stage**



# Personalized breakout sessions

At 12:45pm ET, we kick-off our first session with three available sessions. Choose the breakout session that meets your personal needs.



- **Making the most of your marketing (interested in CallRail)**  
Level up your marketing attribution and gain insights into ROI so you can market better and spend smarter.
- **CallRail's Inside Track (for current customers)**  
Explore hidden features, preview upcoming releases, and get a sneak peek of our latest innovation, Lead Center.
- **Inside CallRail Integrations (for integrators)**  
Get the scoop on integration best practices and results while getting actionable tidbits on CallRail's API integration.

# Roundtables

At 2:15pm ET, take a deep dive into one of our five roundtable discussions.



**Sessions**

- **Custom Cookie Capture (for engineers and integrators)**  
Hear real-world development success stories with examples, including the pros and cons of different techniques.
- **Recommending CallRail (for those interested in CallRail)**  
Learn how to communicate the value of CallRail to your managers and peers.
- **How to be a Super User (for current customers)**  
Power tips and tricks that'll help you make the most out of your CallRail investment.
- ● **Setting your agency up for growth (for marketing agencies)**  
Learn how to drive revenue growth by helping your clients scale using CallRail.
- ● ● **Selling new software to your managers (for all users)**  
Learn how to make a business case for new software to managers.

# Sample schedule, personalized to your needs

## Interested in CallRail

12:45 p.m - 2:00 p.m ET

### **Breakout Session**

*Making the most of your marketing*

2:00 p.m - 3:00 p.m ET

### **Roundtable**

*CallRail Q&A; Selling New Software to your Manager*

3:15 p.m - 4:15 p.m ET

### **Keynote**

*Radical Candor: Creating a culture of feedback*

4:15 p.m - 5:00 p.m ET

### **Spooky Spirits**

*Virtual cocktail class and rum tasting.*

## Customers

12:45 p.m - 2:00 p.m ET

### **Breakout Session**

*CallRail's Inside Track*

2:00 p.m - 3:00 p.m ET

### **Roundtable**

*How to be a Super User; Selling New Software to your Manager*

3:15 p.m - 4:15 p.m ET

### **Keynote**

*Radical Candor: Creating a culture of feedback*

4:15 p.m - 5:00 p.m ET

### **Spooky Spirits**

*Virtual cocktail class and rum tasting.*

## Integrators

12:45 p.m - 2:00 p.m ET

### **Breakout Session**

*Inside CallRail's Integration*

2:00 p.m - 3:00 p.m ET

### **Roundtable**

*Custom Cookie Capture; Selling New Software to your Manager*

3:15 p.m - 4:15 p.m ET

### **Keynote**

*Radical Candor: Creating a culture of feedback*

4:15 p.m - 5:00 p.m ET

### **Spooky Spirits**

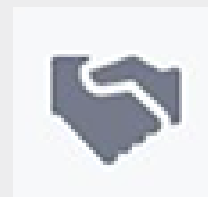
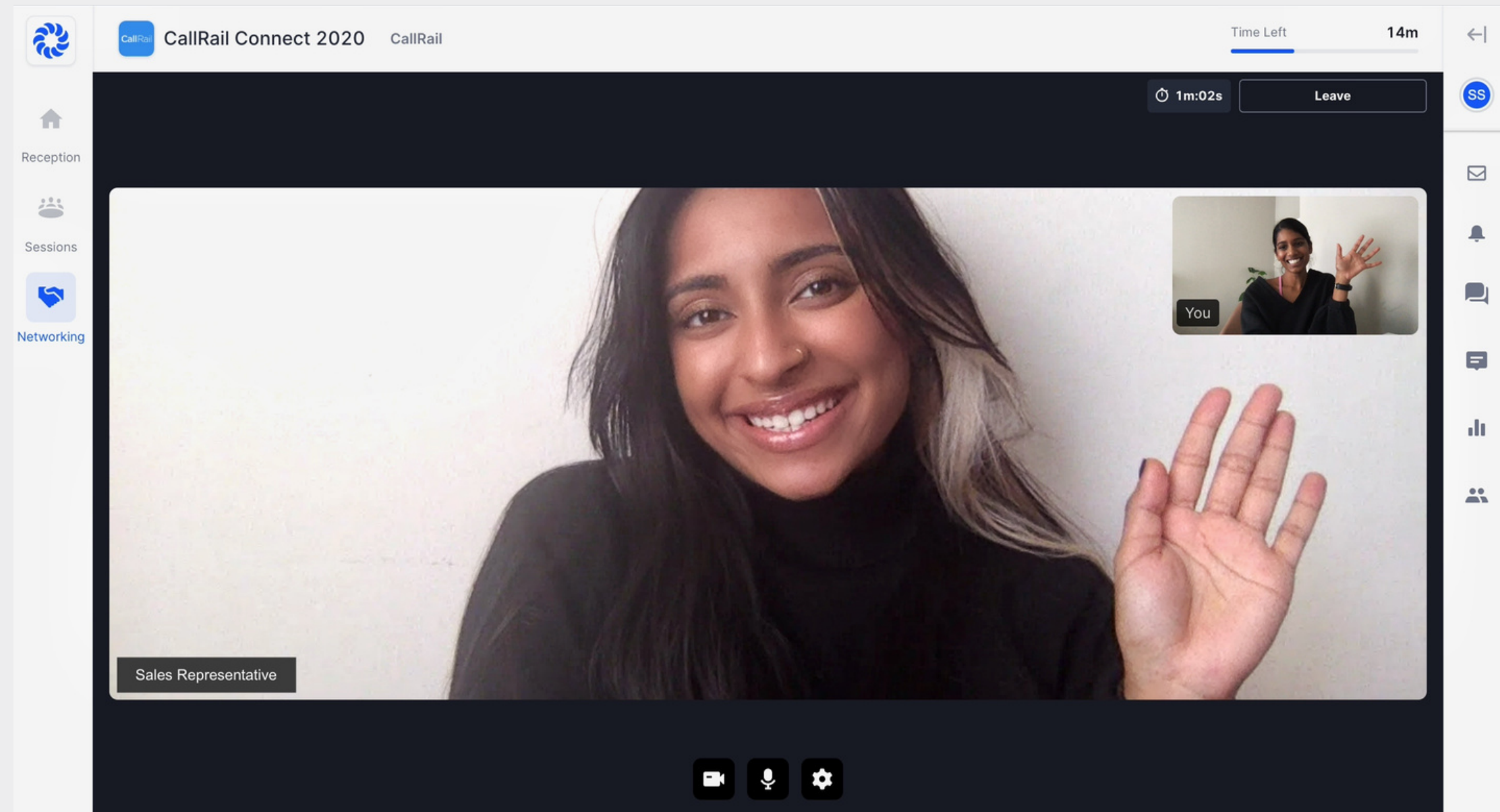
*Virtual cocktail class and rum tasting.*

## CallRail 1:1s

### Have questions? Connect with a CallRail expert!

Anytime throughout the event, pop into "networking" and grab some time with a CallRail expert, via video or voice call.

This option will be available within "networking" throughout the entire event, but is especially encouraged during our scheduled breaks.



**Networking**

# Spooky Spirits

**Virtual cocktail class and rum tasting**

Join us for a free virtual cocktail class and rum tasting!

During this session, the Mount Gay Rum Ambassador will walk you through a tasting of three rums.

The Drinking Coach, Tiffanie Barriere, will teach how you to make two Halloween-inspired cocktails.

The first 100 attendees to RSVP will receive a complimentary rum-tasting kit: spirits, Mount Gay swag, and recipe card included.



**Main Stage**

# Get social **@CallRail**



## FACEBOOK

Join our

[Facebook group](#)

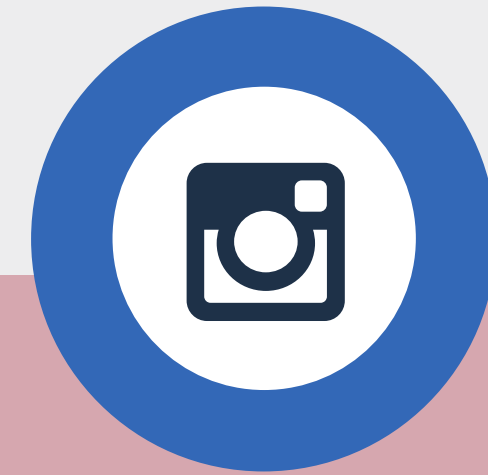
for exclusive updates  
and announcements!



## TWITTER

Talk to us!

We want to hear from you  
before, during, and after  
the event. Use  
**#CallRailConnect**



## INSTAGRAM

Let's see your stories and  
posts! Tag us on our social  
channels. Be ready to show  
off your cocktail making  
skills.

The background is a dark blue color with a fine, repeating dot pattern. Overlaid on this are several curved lines, some solid and some dashed, in a lighter shade of blue. Various geometric shapes, including circles, rectangles, and semi-circles, are scattered across the scene, some in solid blue and others as outlines. The overall aesthetic is clean, modern, and technical.

# CallRail

Connect

## See you there!