



October 21-22, 2015

REGISTER NOW

people
power
communities



who will you meet?

The 2014 Higher Logic Super Forum demographics at-a-glance—one look and you will see why you need to join us!

450

Attendees

20

Exhibit
Companies

50

Higher Logic
Team Members



+ Floyd Frog

educational tracks



Community
Management



Basic Platform
Management for
New Clients



Engagement
and Marketing



Advanced Platform
Management



Additional Resources
& Solutions

<https://hug.higherlogic.com/sf/education/educational-tracks>

education program at-a-glance

4

Keynotes

1

CEO
Address

32

Breakout
Sessions

1

45 Tips in
45 Minutes
Session

12

CAE Credits
Hours

buyer to seller ratio



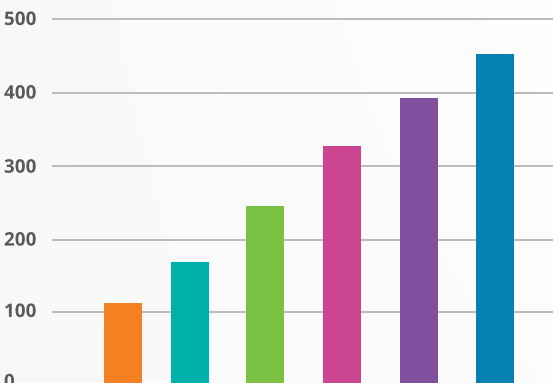
85% Buyer
15% Seller
*2014 Data

attendees by job level



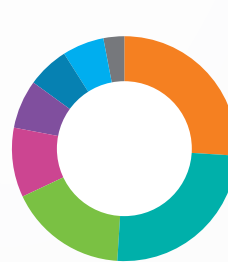
32% Manager
32% Professional
28% Director
8% Executive
*2014 Data

attendee growth



110 First Year
165 Second Year
240 Third Year
320 Fourth Year
397 Fifth Year
450 Sixth Year

attendees by job function



26% Marketing & Communications
25% Technology
17% Membership
10% Executive (General)
7% Community Management
6% Business & Finance
6% Education & Development
3% Other
*2014 Data

attendee state of residence



59% Local (DC, MD, VA)
41% Out-of-State
*2014 Data

This is our favorite time of year because we get to spend quality time with the client family we work hard every day to support. As a company, this is by far the most important event we do all year.

~ Rob Wenger, CEO
Higher Logic