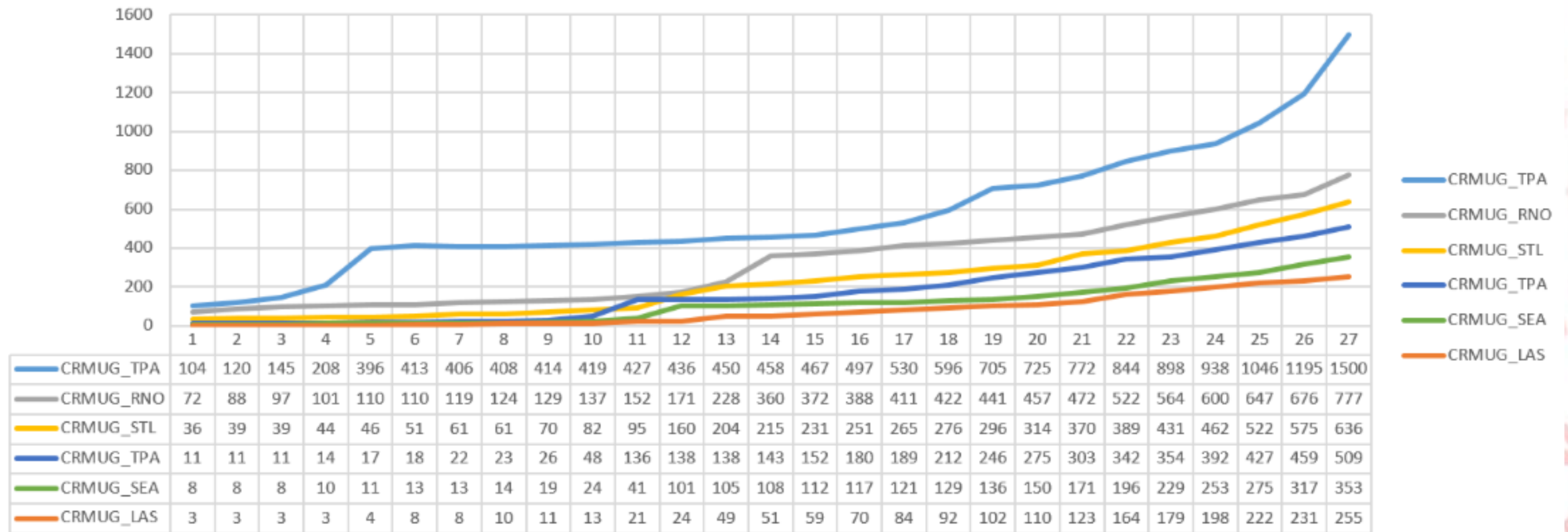


CRMUG Summit 2016 – EVENT SUMMARY

Event Registrations

Total Registrations: 1500 (93% Growth YoY)

CRMUG Summit

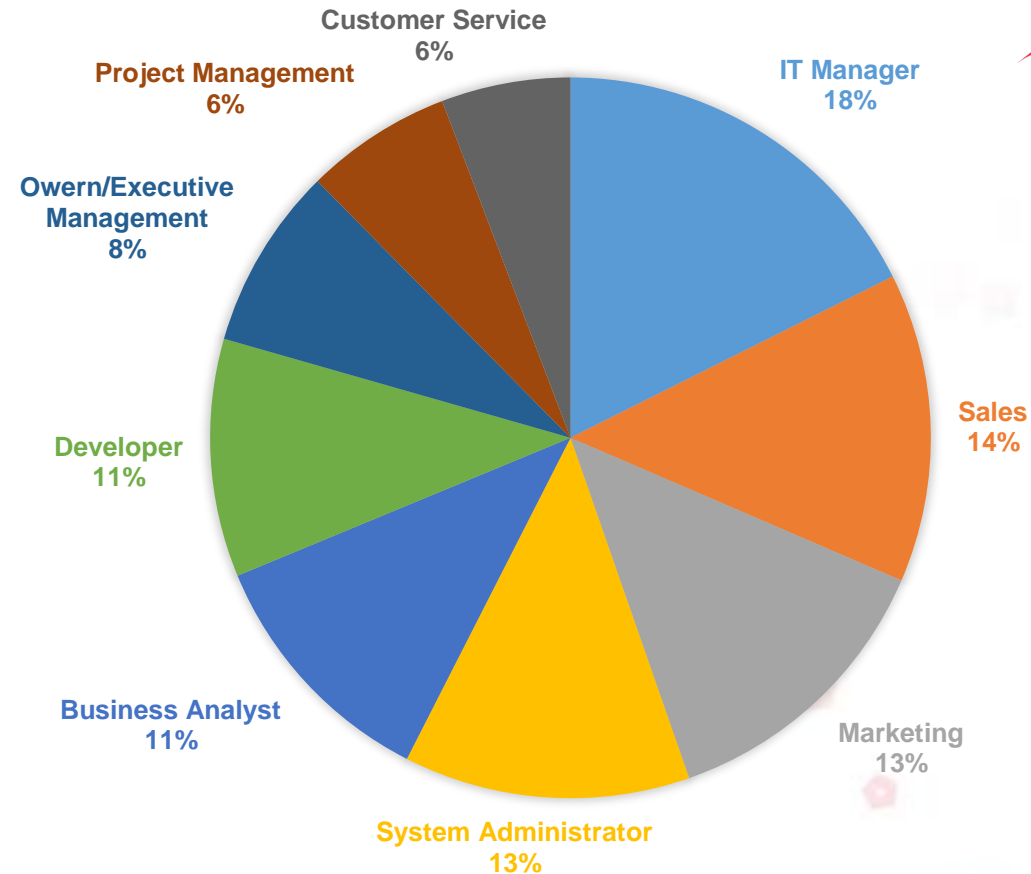
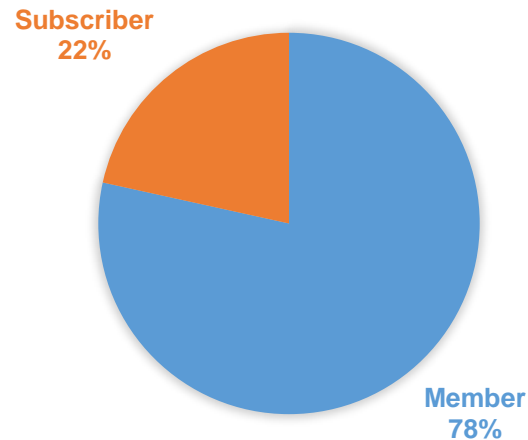


Registrations by Member Type & Roles

ROLES ATTENDING CRMUG SUMMIT 2016



MEMBER TYPE



Session Attendance

Key Statistics

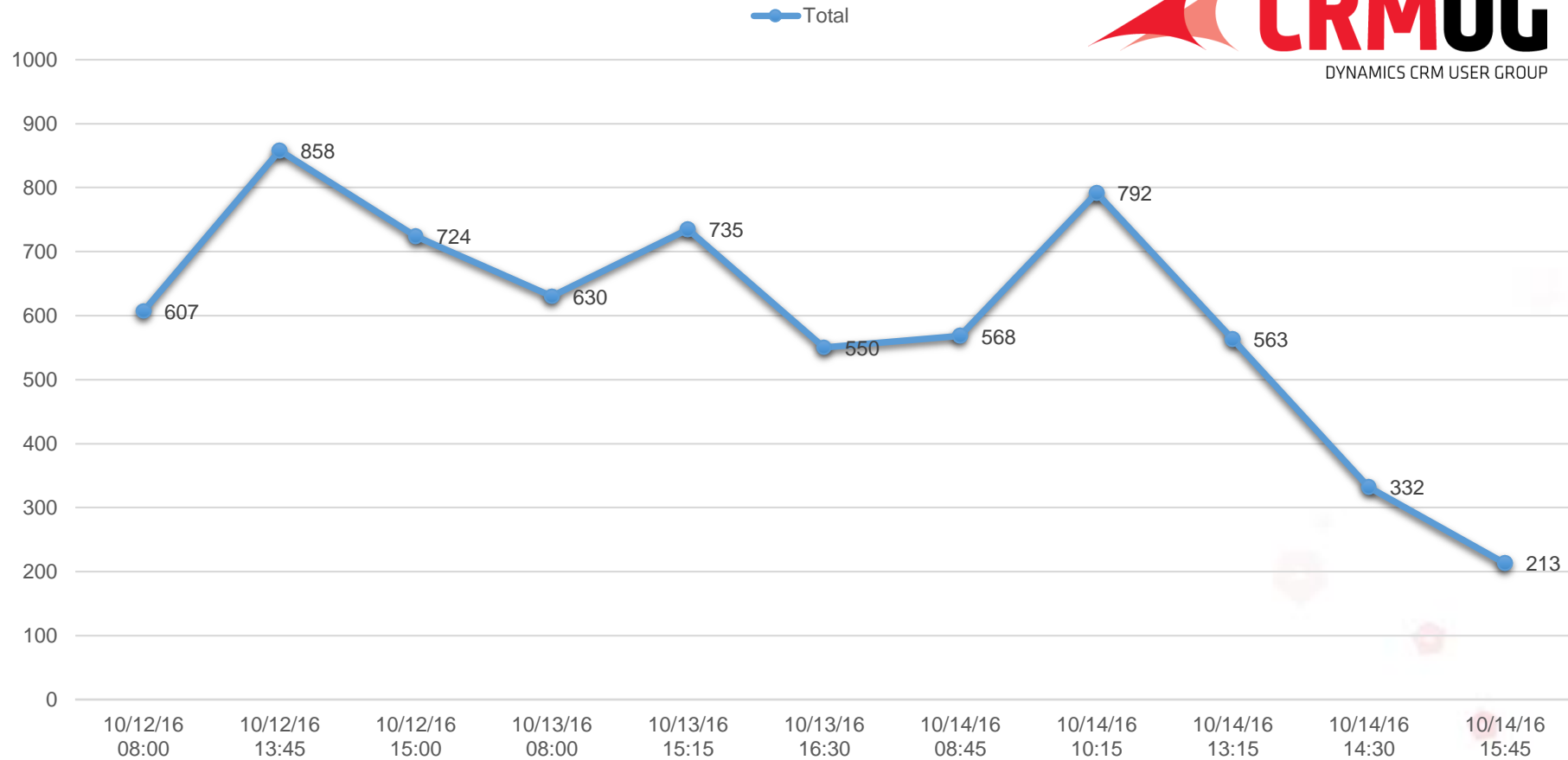
- Per-session Average Attendance: 49
(35 in 2015, 27 in 2014)
- Number of Sessions: 169
(178 in 2015, 165 in 2014)
- Number of Speakers: 130
(119 in 2015, 89 in 2014)
- Average % of attendees in session at a time: 48%
(51% in 2015, 53% in 2014)

Top 20 Sessions by Attendance

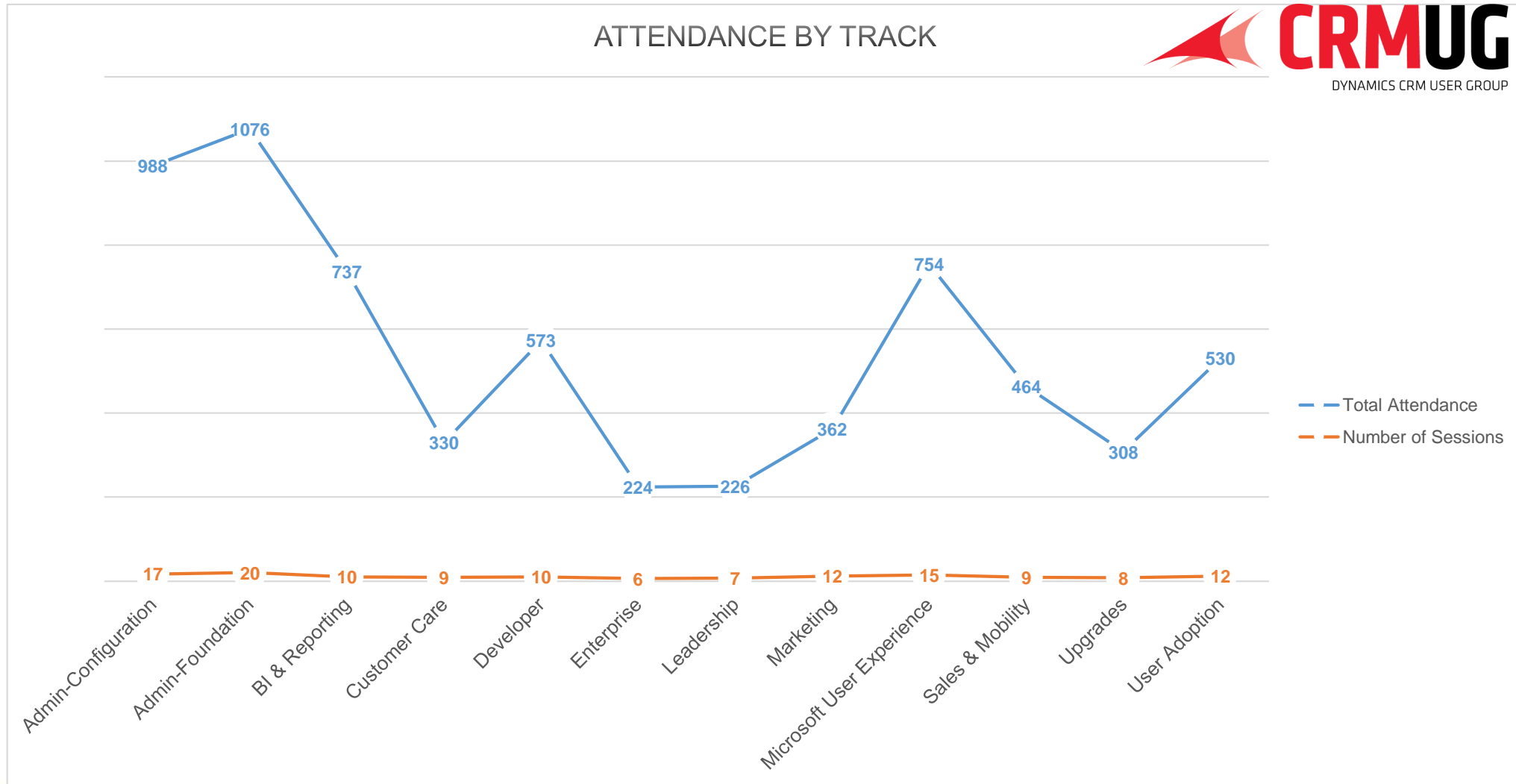
Session ID	Date	Start Time	Session Title	Track	Attendance
MUE07	10/12/2016	1:45 PM	A Look Ahead: The Evolution of Customer Engagement Business Processes with Microsoft Dynamics 365	Microsoft User Experience	144
ADC07	10/14/2016	1:15 PM	8 Tools Every CRM Admin & Developer Needs to Get the Job Done	Admin-Configuration	142
UPG07	10/12/2016	3:00 PM	Microsoft Dynamics 365 Pricing & Licensing for Dynamics CRM	Upgrades	134
BIR09	10/12/2016	1:45 PM	Power BI + CRM = Better Together	BI & Reporting	132
BIR10	10/14/2016	10:15 AM	Getting Started Using Excel Templates in CRM 2016	BI & Reporting	128
MUE01	10/13/2016	3:15 PM	Customer Service is Your New Best Friend	Microsoft User Experience	128
BIR05	10/14/2016	10:15 AM	Tips and Tricks for CRM Reporting using FetchXML	BI & Reporting	115
MUE08	10/13/2016	3:15 PM	Relationship Insights: Take Customer Engagement to the Next Level by Pushing Boundaries of Data Intelligence	Microsoft User Experience	112
ADF08	10/14/2016	10:15 AM	Getting started using Dynamics CRM Portal Features	Admin-Foundation	108
DEV06	10/12/2016	1:45 PM	Dynamics CRM Bots: The Next Generation CRM User Interface	Developer	96
ADF11	10/12/2016	8:00 AM	How Dirty is Your Data	Admin-Foundation	93
ADF09	10/14/2016	8:45 AM	8 Ways to Make CRM and Outlook Work For You	Admin-Foundation	92
ADF04	10/13/2016	8:00 AM	Advanced Techniques to be your Organization's CRM Guru	Admin-Foundation	91
DEV09	10/13/2016	8:00 AM	Dynamics CRM - Advanced Scripting	Developer	91
BIR02	10/12/2016	3:00 PM	From Start to Finish - Out of the Box Reporting Guidance	BI & Reporting	91
ADF01	10/12/2016	3:00 PM	Good Form(s) = Good Results	Admin-Foundation	86
DEV02	10/12/2016	8:00 AM	Mastering Asynchronous Development in CRM	Developer	81
SAM03	10/13/2016	8:00 AM	CRM Sucks' - A Sales Person's Story	Sales & Mobility	80
BIR04	10/12/2016	8:00 AM	Of Pivotal Importance – Dynamic Data Sheets	BI & Reporting	79
ADF10	10/13/2016	3:15 PM	Troubleshooting & Performance Optimization of the Outlook Client	Admin-Foundation	78

Attendance by Timeslot

Attendance by Timeslot



Attendance by Track



Session Evaluations

Key Statistics

- Overall Session rating: 4.32
(4.47 in 2015 & 4.52 in 2014)
- Overall Speaker rating: 4.31
(4.64 in 2015 & 4.63 in 2014)
- Number of Evaluations completed: 1,450
(2,676 in 2015 & 3,726 in 2014)
- Overall Average Response Rate for Session Breakouts: 20%
 - 60% of sessions received at least 5 surveys
(Down from 60-70% in prior years)

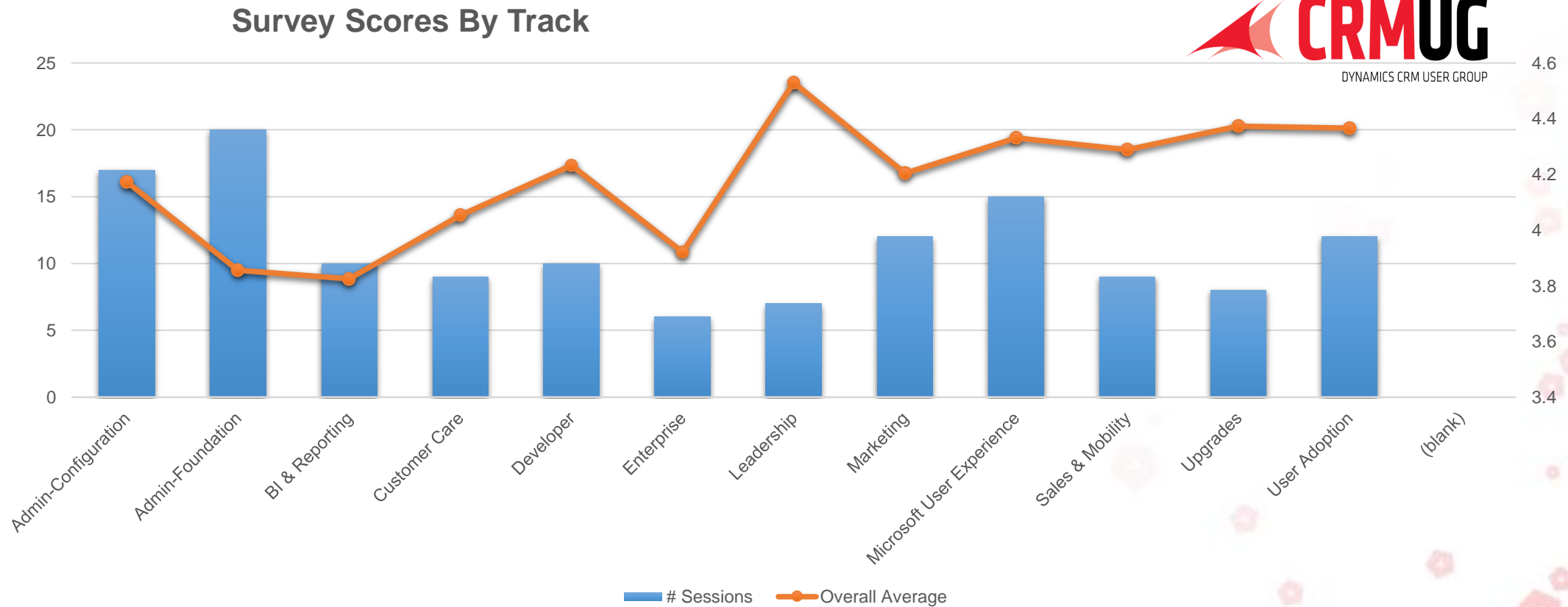
Top 20 Rated Sessions (>5 evals)

Session Title	Surveys	Overall	Speaker #1 Name
X(RM) Factor - Auditions and Finalists	7	5.00	Adam Vero
Ask the Medics - CRM Administration	7	4.90	Gus Gonzalez
That was fast! Build a Mobile App with PowerApps in 1 hour	6	4.89	Jim Steger
New Mobile Client Excitement	10	4.80	Jim Steger, Joel Lindstrom
User Training – It doesn't have to be boring!	21	4.79	Malcolm McAuley
How to Become a 'CRM Ready' Organization	17	4.76	Patrick Lewis
8 Tools Every CRM Admin & Developer Needs to Get the Job Done	17	4.73	Blake Scarlavai
Getting Started Using Excel Templates in CRM 2016	37	4.68	Adam Vero
Rest Easy with Relationship & Entity Understanding	8	4.67	Melissa Erickson
CRMUG HOLs - Free XRM Tools	10	4.67	Julie Yack
Detractor to Adopter: Implementing CRM in Sales Teams	6	4.67	Shannon Symalla
Advanced Techniques to be your Organization's CRM Guru	27	4.64	Kylie Kise, Patrick Wright
Security Best Practices - Features & Performance (Part 2)	11	4.64	Adam Vero
Becoming a Trainer When You Ain't: Effective Training Tips	18	4.61	Gretchen Opferkew
Dynamics CRM - Advanced Scripting	17	4.59	Jason Lattimer
Keep It Fresh: Self-Deprecating Your CRM Environment	22	4.58	Sarah Jelinek
Keeping UP With the CRM Rapid Release Cycle	7	4.57	Joel Lindstrom
10 Tips When Customizing CRM for Your Sales Process	33	4.57	Heidi Neuhauser
Tips and Tricks for CRM Reporting using FetchXML	29	4.56	Scott Sewell
Extending with the Web API	6	4.56	David Yack
50 Tips in 50 Minutes for the CRM End-User	18	4.56	Brad Koontz, Leah Quartano
Key Components of a Successful Implementation	9	4.56	Shannon Symalla

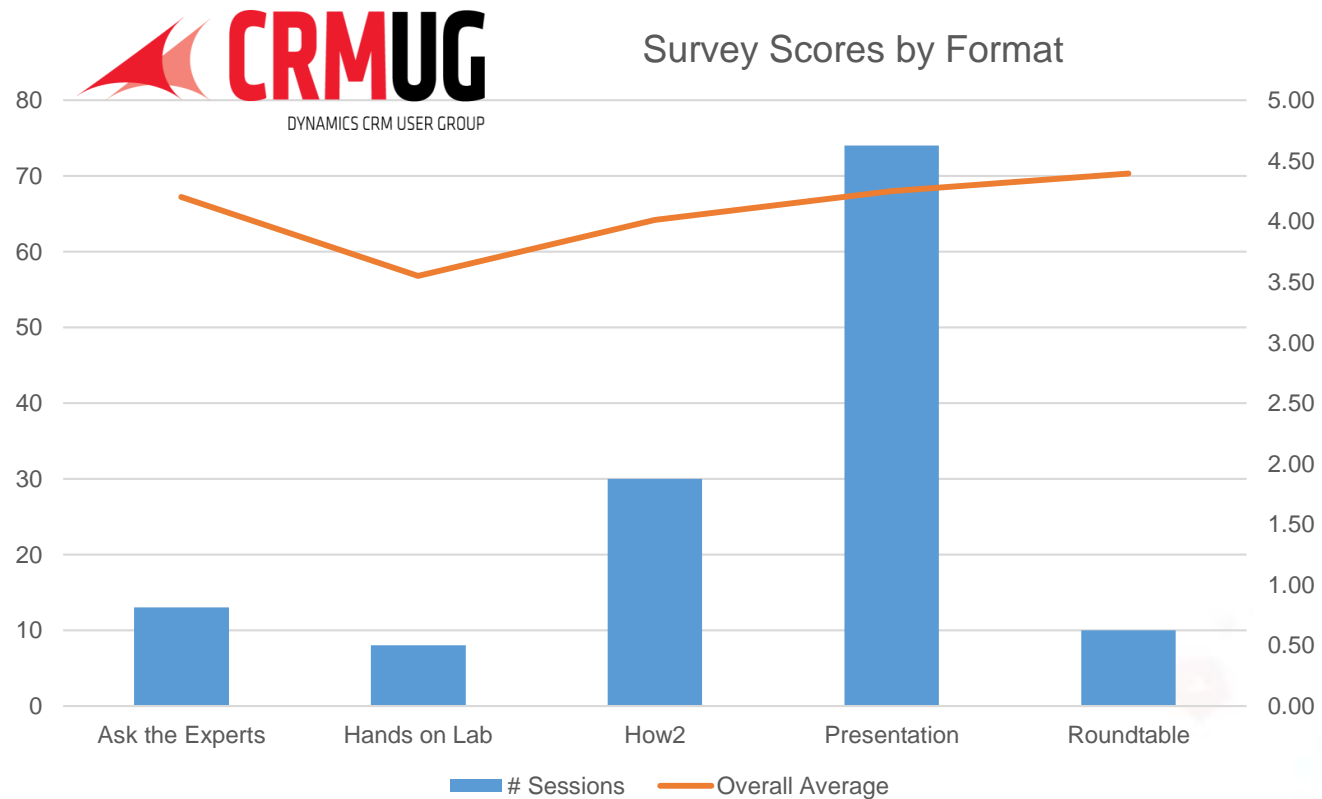
Top 20 Rated Speakers (>5 evals)

Session Title	Attendance	Surveys	Overall Session Rating	Speaker #1 Name	Overall Speaker Rating
X(RM) Factor - Auditions and Finalists	60	7	5.00	Adam Vero	5.00
User Training – It doesn't have to be boring!	71	21	4.79	Malcolm McAuley	4.94
How to Become a 'CRM Ready' Organization	35	17	4.76	Patrick Lewis	4.92
That was fast! Build a Mobile App with PowerApps in 1 hour	57	6	4.89	Jim Steger	4.89
New Mobile Client Excitement	61	10	4.80	Jim Steger	4.83
Getting Started Using Excel Templates in CRM 2016	128	37	4.68	Adam Vero	4.83
Security Best Practices - Features & Performance (Part 2)	54	11	4.64	Adam Vero	4.82
Ask the Medics - CRM Administration	24	7	4.90	Gus Gonzalez	4.81
Keep It Fresh: Self-Deprecating Your CRM Environment	58	22	4.58	Sarah Jelinek	4.79
Post-Launch: What Happens Now!	28	15	4.44	Dan Madden	4.78
10 Tips When Customizing CRM for Your Sales Process	75	33	4.57	Heidi Neuhauser	4.77
Key Components of a Successful Implementation	31	9	4.56	Shannon Symalla	4.74
Tips and Tricks for CRM Reporting using FetchXML	115	29	4.56	Scott Sewell	4.74
Don't screw up your CRM initiative: Steps to Success	42	10	4.47	William Moseley	4.73
Advanced Techniques to be your Organization's CRM Guru	91	27	4.64	Kylie Kiser	4.73
Customer Service is Your New Best Friend	128	6	4.33	Leslie Overland	4.72
Planning for CRM & User Adoption Success	53	8	4.46	Rick McCutcheon	4.71
New Mobile Client Excitement	61	10	4.80	Joel Lindstrom	4.70
Dynamics CRM - Advanced Scripting	91	17	4.59	Jason Lattimer	4.69
Keeping UP With the CRM Rapid Release Cycle	30	7	4.57	Joel Lindstrom	4.67
Rest Easy with Relationship & Entity Understanding	55	8	4.67	Melissa Erickson	4.67
ADFS Best Practices Tips & Tricks	37	8	4.50	Christopher Cognetta	4.67
8 Best Practices for Tracking Marketing Performance in CRM	72	14	4.24	George Casey	4.67

Survey Scores By Track

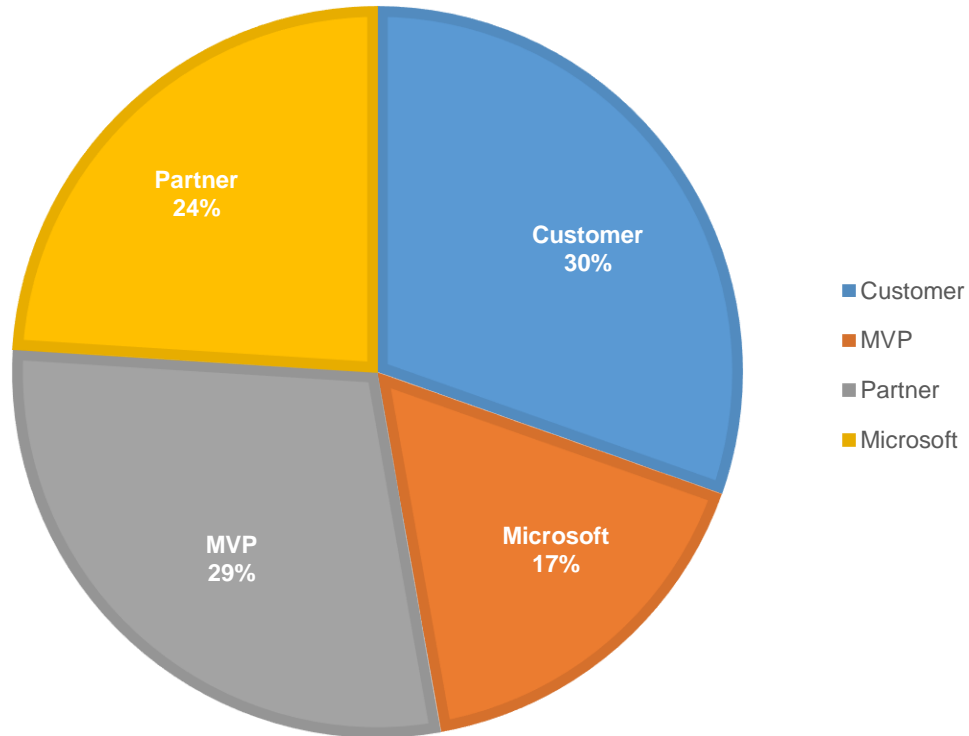


Survey Scores By Format

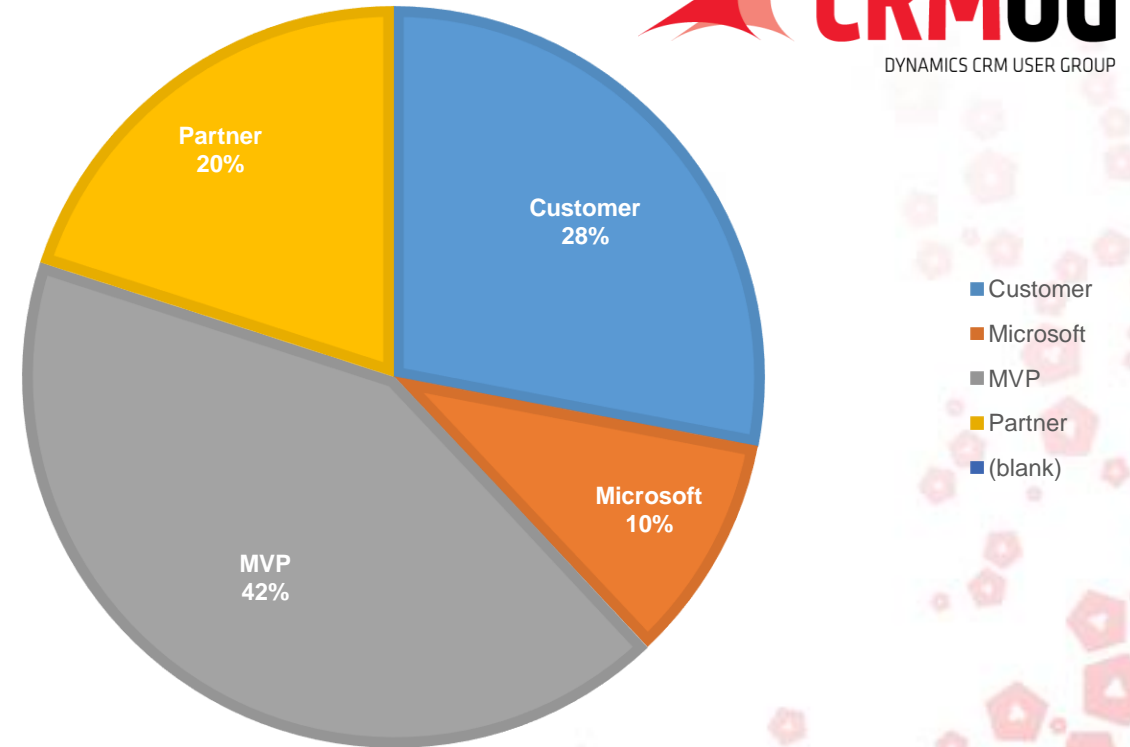


Speaker Breakdown

TOTAL SPEAKER % TO SESSIONS



TOP 50 RATED SESSIONS - WHO LEAD?

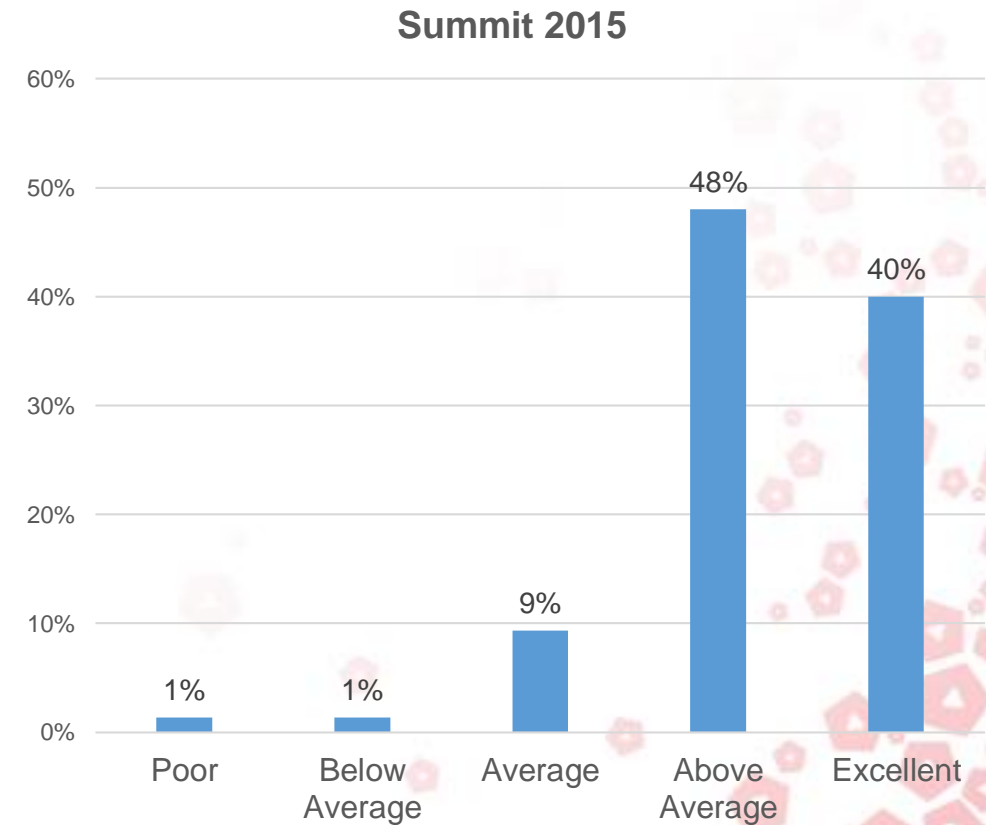
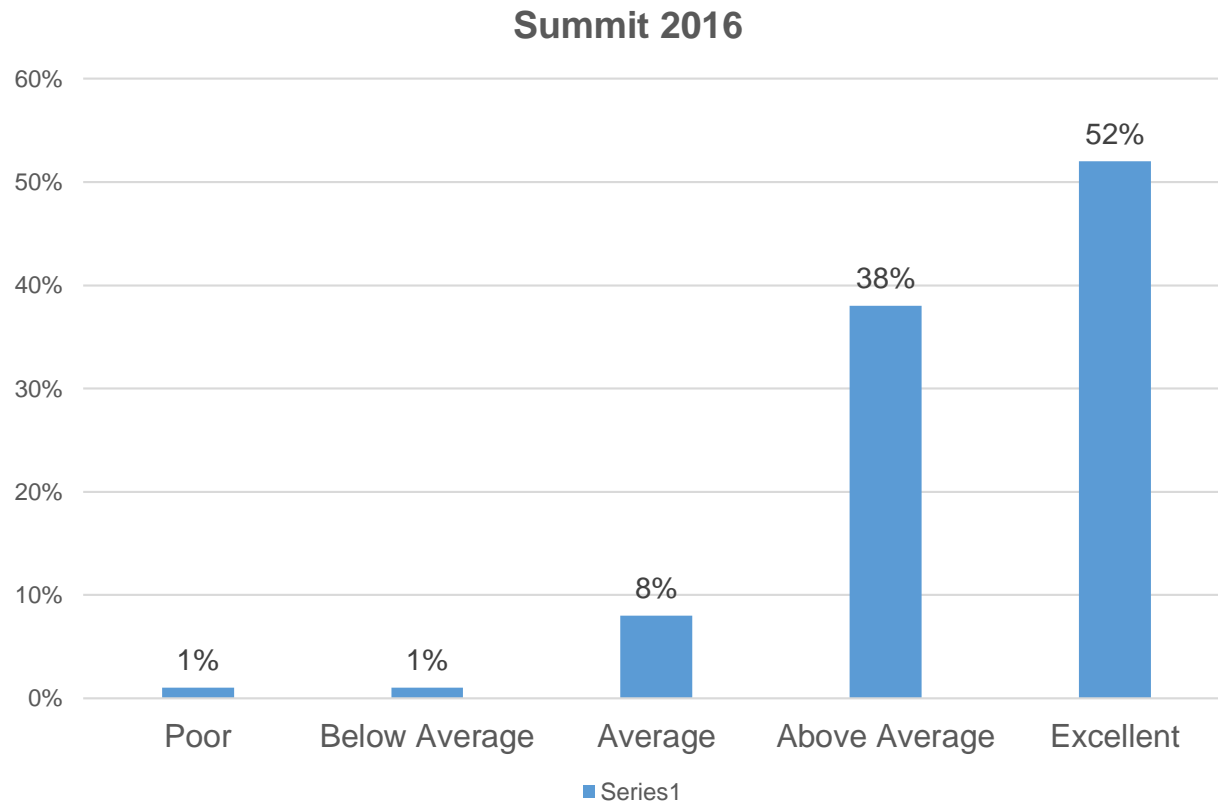


Overall Event Evaluations

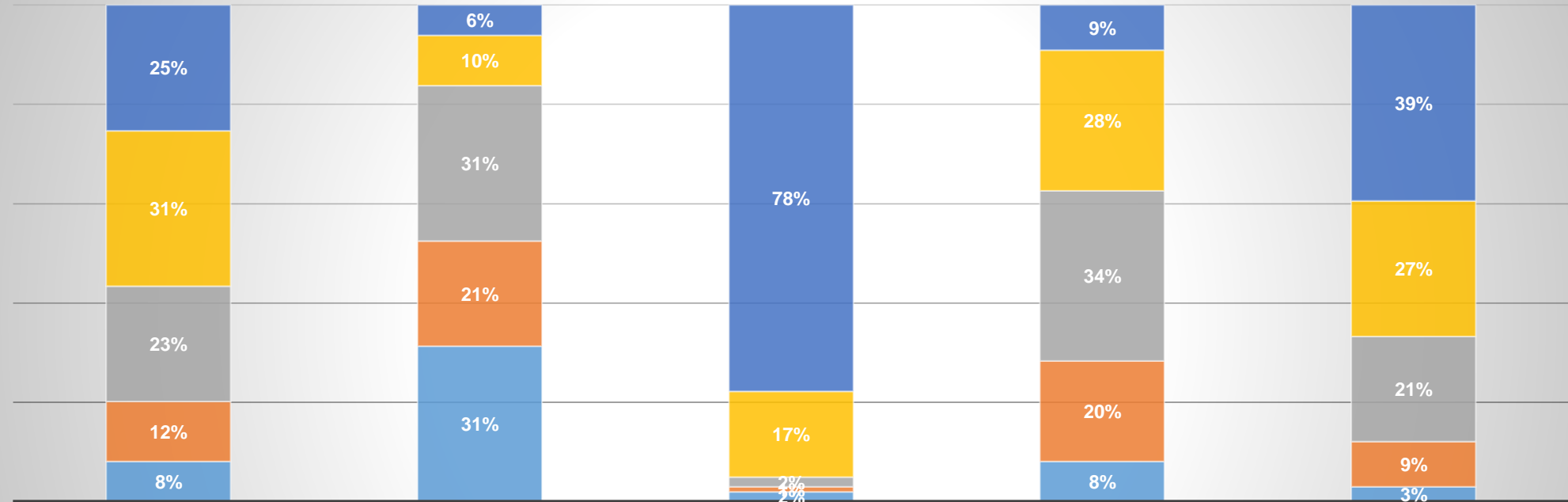
Key Statistics

- 99 post-event evaluations completed
 - 6.6% overall response rate
- 80% submitted by Dynamics CRM users (customers)

Overall Event Experience Rating

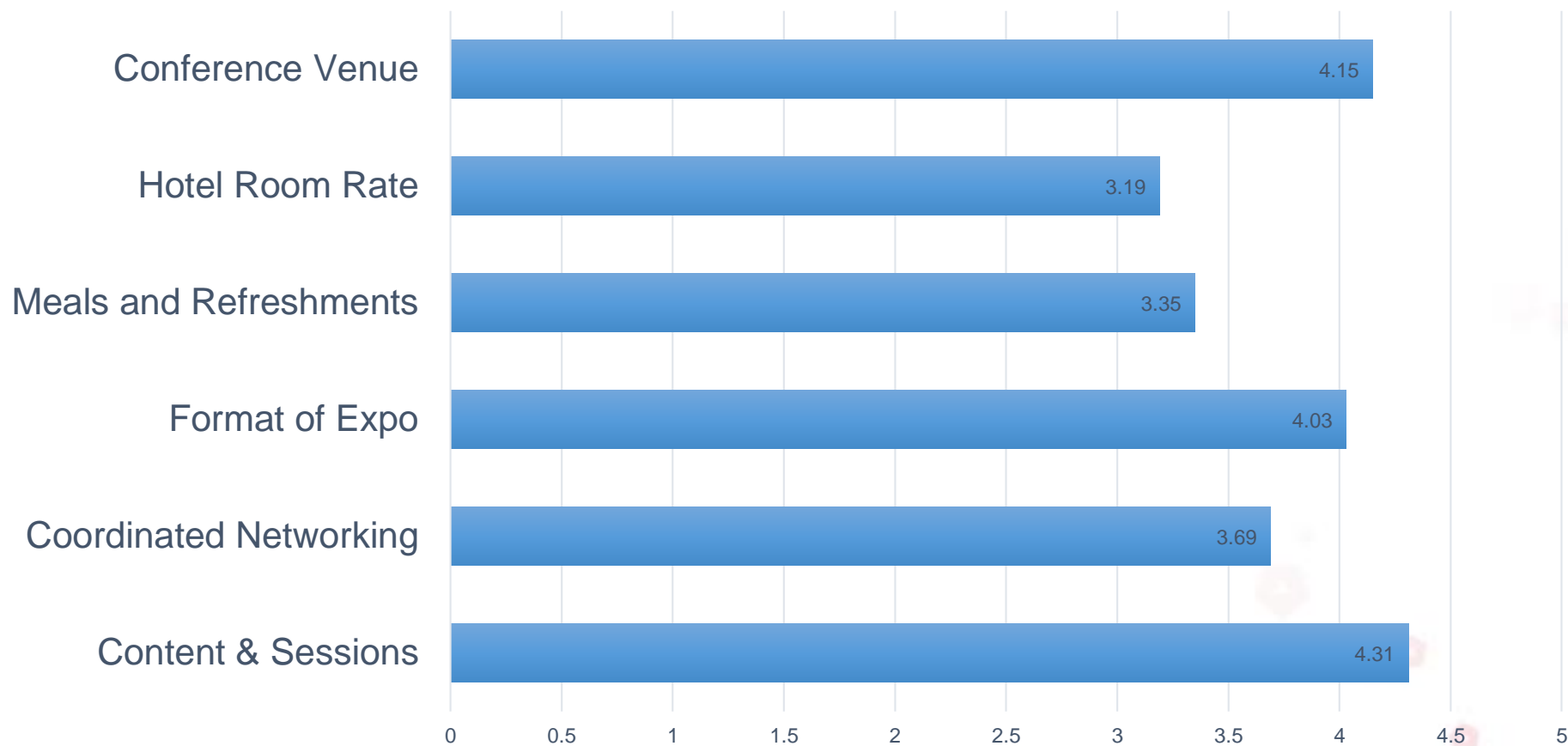


Reasons for Attending



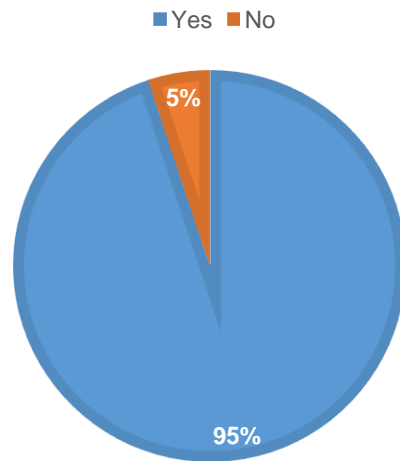
■ Least Important
 ■ Somewhat Important
 ■ Neutral
 ■ Important
 ■ Most Important

Satisfaction Ratings



Meeting Attendees' Objectives

CRMUG SUMMIT OBJECTIVES MET?

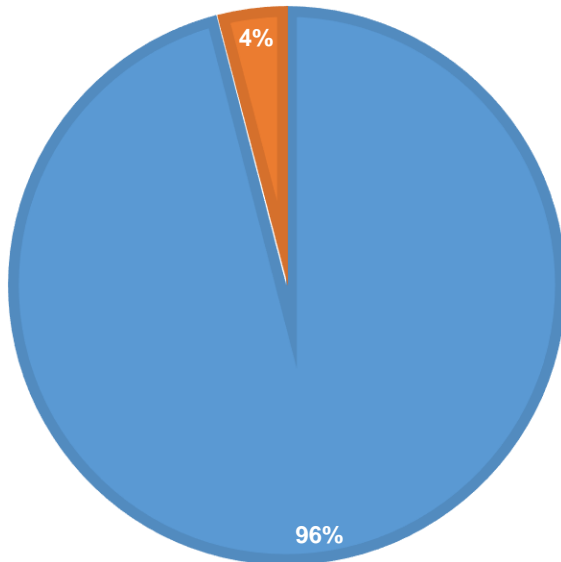


- Content rich no matter what your role is relative to CRM.
- Great variety of sessions. Good breakdown between expo and learning time.
- Lots of good learning opportunities and networking with peers.
- Learned new and exciting things that are here now or in the near future
- Learnings from other users and HOLS were great!
- This is my 4th Summit and every year the content, sharing and networking get stronger.

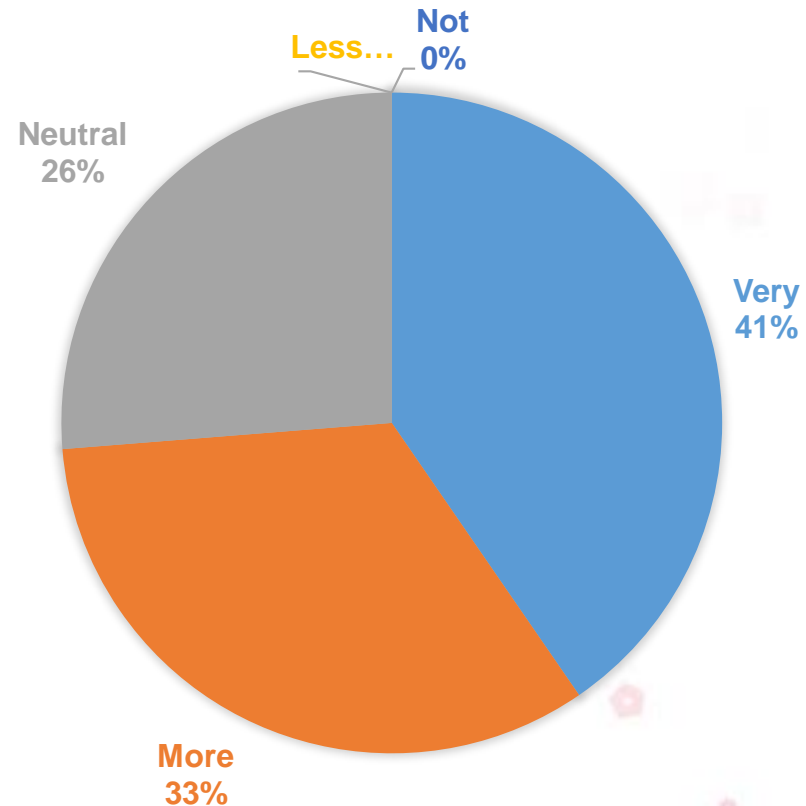
Attendees as Influencers

RECOMMEND MY PEERS TO ATTEND?

■ Yes ■ No

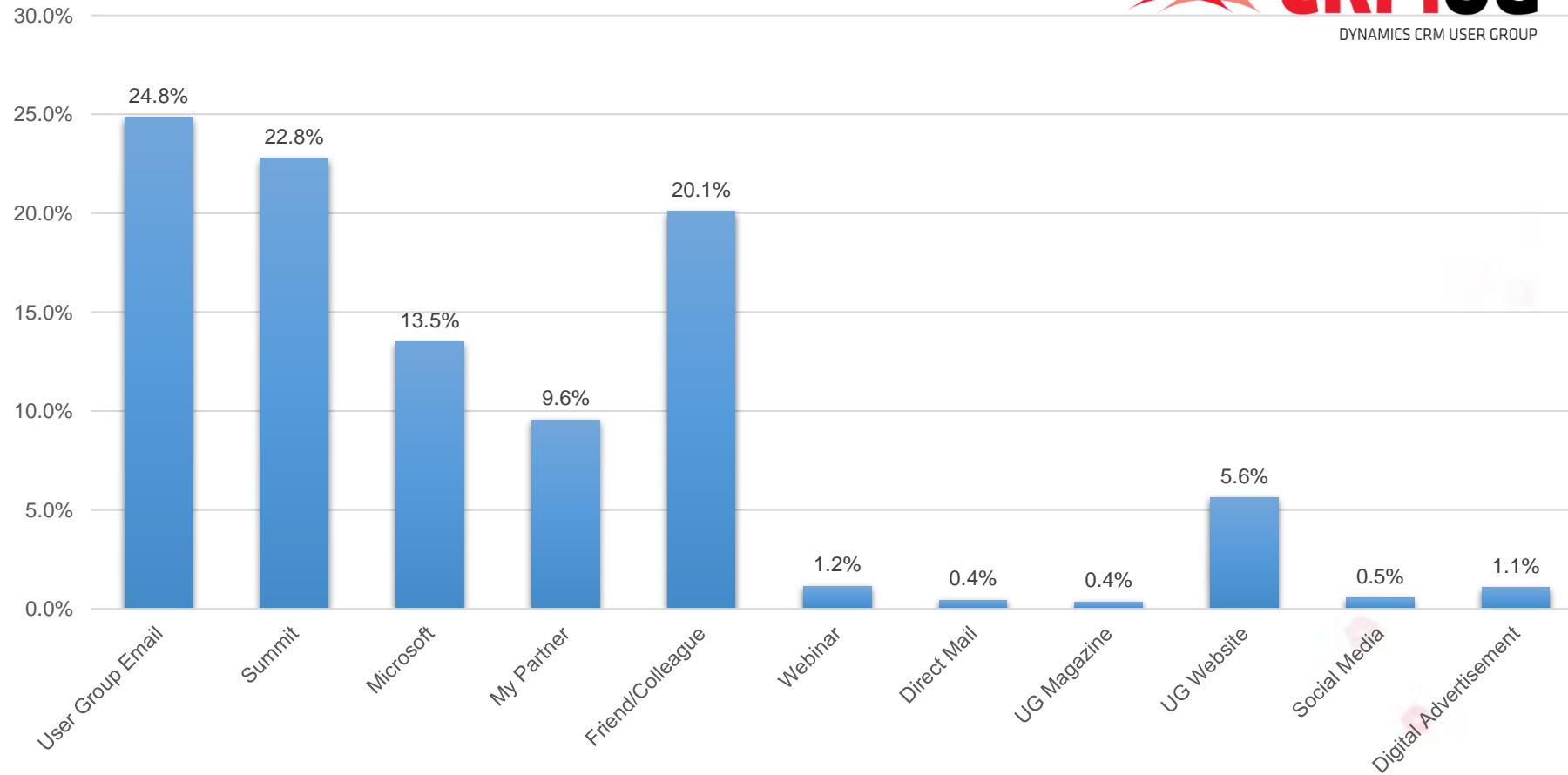


BECAUSE OF CRMUG SUMMIT - I AM "?" LIKELY TO RECOMMEND TO OTHER COMPANIES THAT THEY USE DYNAMICS CRM



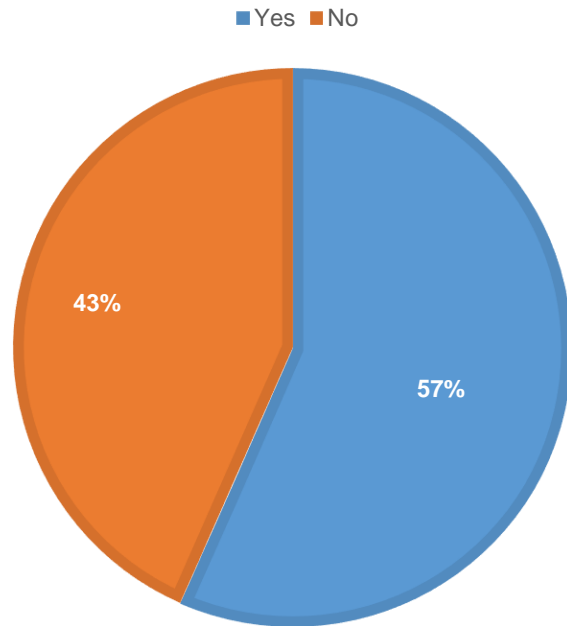
Lead Generation

How did you hear about CRMUG Summit?

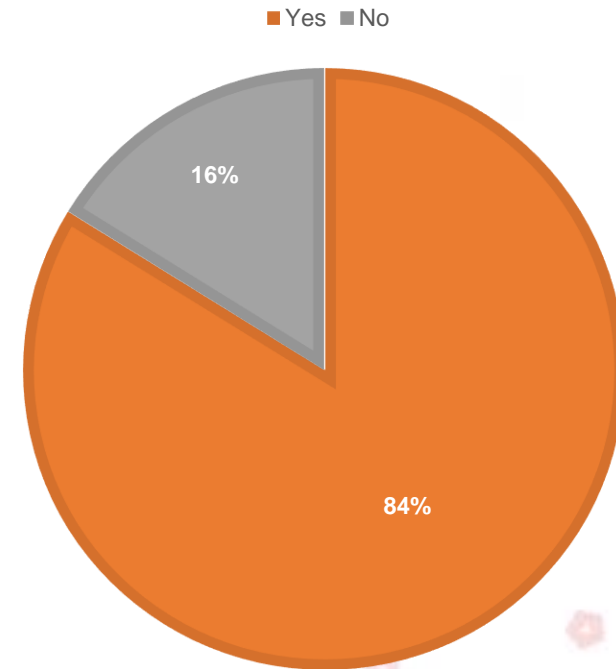


Tidbits

ATTENDEE FOUND ISV/PARTNER SOLUTIONS INTERESTED IN PURSUING FOR DEPLOYMENT?



PLAN TO ATTEND NEXT YEAR?





Thank You

For Helping Make CRMUG Summit 2016 Successful!



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