

Should you attend



a user group,
iCon,
or both?

A step-by-step guide for
choosing where to build your Skyward skills!

1
Does your state have
a user group?

Yes

No

2
How many days can you
devote to building your
Skyward skills?

1-2 Days

3 Days

3
What types of
sessions are you
interested in?

Module-specific &
fine points

Big picture &
best practices

4
Who do you prefer
to network with?

Peers in
my state

Both

Peers
nationwide

5
Who would you
prefer to lead your
sessions?

Skyward
support reps

Skyward product
managers &
specialists

6
Would you like to
meet one-on-one
with Skyward staff?

No

Yes

7
Is meeting Skyward
executives important to
your conference
experience?

No

Yes

If I have the opportunity!

User group

You are interested in
conferences closer to
home that dive into
state-specific
components.

Consider attending a
user group and
connecting with peers in
your state.

Both

You are similar to a lot of
district leaders who enjoy
the benefits of both user
groups and iCon.

Consider attending both
to get a full perspective
on the latest Skyward
happenings.

iCon

You are interested in
wider networking and
bigger picture ideas.

Consider attending iCon
to bring back a variety
of new ideas from
Skyward pros and users
like you.