



# SHOULD YOU ATTEND A **USER GROUP**, **iCON**, OR **BOTH**?

Does your state have a user group?



Yes

No



How many days can you devote to expanding your skills with Skyward?

1-2 days

3 days

What type of sessions are you most interested in attending?



Module-specific /  
Finer points

Big picture /  
Best practices



Who do you prefer to network with?

Peers from around the world

Peers from within my state

Both

Who would you most like to lead your sessions?



Skyward support reps and peers

Skyward product managers/specialists and peers



Would you like the opportunity to meet one-on-one with Skyward's staff to address individual Qmlativ or SMS 2.0 questions?

No

Yes

Is networking with Skyward executives an important part of your conference experience?



No

If I have the opportunity!

Yes

## User Group

You seem to be interested in conferences closer to home that take a deep dive into state-specific components.

Consider attending your state's user group and talking with districts in your state.

## BOTH

Great! It looks like you're similar to many other 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.



You seem to be interested in the bigger picture ideas and wider range of networking available at iCon.

Consider attending iCon to bring back a variety of new ideas from Skyward presenters and other users like yourself.