

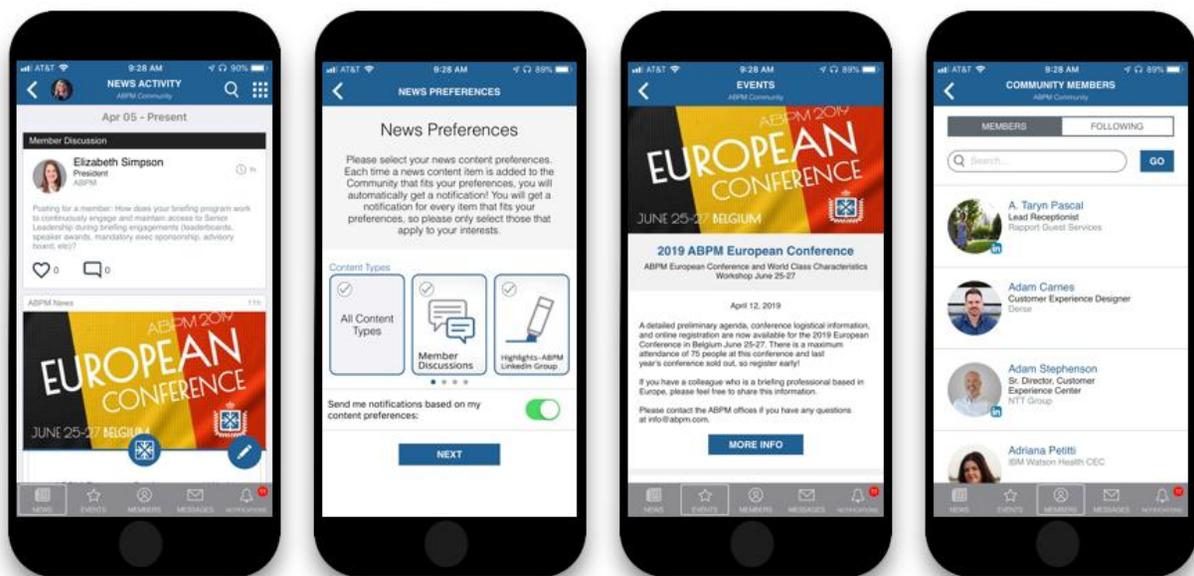
STAY CONNECTED to YOUR ABPM COMMUNITY ALL YEAR LONG

by Darby Mason-Werner, Senior Director, CXApp

You know how excited you get when an ABPM Conference or Workshop Series is right around the corner? What if you had that feeling all year long? We feel the same way too! Which is why we are launching the ABPM community inside of the MyABPM app you already have access to - for all of our organization members to stay connected to each other, the community and resources all year long.

Your MyABPM app has two areas: one for events and one for community. If you have already downloaded the app to attend a conference, you're already able to see the community. If not, you can download the app via [iTunes](#) or [GooglePlay](#). If it's your first time using the app, sign in with the email in your member profile and ABPM1234 as your password (email info@abpm.com if you have trouble). Then start setting up your member profile with your LinkedIn profile, photo, and contact info so others can see you under the attendees button. This increases your opportunities for networking.

Our goal is to make the community as engaging in-between events, as it is being together in person! Here are key areas you can use to stay up-to-date, access the latest resources, and even ask fellow members for their advice



Stay Up-To-Date and Connected

There are many ways the ABPM community can keep you connected including; relevant news, upcoming events, member info, real-time notifications and direct messaging to fellow members. Where to start?

News Feed

When first entering the community in the MyABPM app, you're taken directly to a streaming news feed which includes all of the latest ABPM blog articles and member discussions. When clicking on a blog article, you can read the full article, like, comment, and rate it.

Don't have time to read the full blog now? Just save it to your personal library, and access it in your saved items when you're ready (accessible via the grid button top right). You can easily remove read items from your list at any time.

Looking for something specific? Use the magnifying glass to search by keyword or select a specific content type you are interested in.

Upcoming Events

Our in-person events are still very important, and we don't want you to miss any of them. Use the events area to stay updated on upcoming ABPM events including conferences, webinars and workshops. Information about event dates, locations, registration deadlines, fees, and more can be found here.

Member Info

Want to find an ABPM member? That's easy. Use the members section to see all ABPM members including their photos and bios. You can even opt-in to follow their activity within the MyABPM community. You can also send messages directly to another member either by clicking into their profile from the member button or by clicking on the messages button and search for who you want to communicate with.

Notifications

One of the most important ways to stay connected throughout the year is to make sure you have notifications turned on. This is how you'll know when new posts and content have been added to the community. In the notifications section you will see all of your notifications, even if you missed one. If you built your personal "Following" list, you'll get notifications when those members have posted something exciting!

Also, in this section you can access surveys and polls to continue to be a part of the conversation, fun and serious, as we continue to shape our community. Look for these opportunities to have your voice heard!

Personalization

And since we all know how important it is to personalize content for our briefing guests, take the next step and personalize your own content feed. Just click on your photo in the top left corner of the app to see your current profile settings, and feel free to edit your profile including photo, blog, settings and notifications.

To set up your news preferences, select which content types are most important to you so you can receive notifications and updates when content matching your preferences is added to the community. Update them at any time, just be sure to save your changes.

Access the World Class Characteristics and More Resources Instantly

Have you ever needed to reference the World Class Characteristics at a moment's notice? Well, now you can from your mobile device. Just click on the top right grid button to find a list of ABPM resources that can support your programs, whether you are just starting out or are an experienced briefing professional.

Under the World Class Characteristics button you'll also find valuable information such as the ABPM competency curriculum, multi-client study, value propositions and World Class award submissions details. The "Research and Resources" button has many different categories of content with descriptions and PDFs for use right away. The "Processes and Tools" area has an amazing amount of information including snap poll results and example documents, budgets and templates to download as well.

You can easily get to the ABPM website for full functionality in a mobile format and also access your saved news items to read them when you have the time. Speaking of sharing...

Join In! Share Your Experience and Request Advice

What is that floating pencil in the lower right corner of the app? That's how you post your own content to the ABPM community. Whether you are wanting to share the excitement of opening a new center with launch photos, or you've implemented cool new technology in an existing space, share it here!

We want you to use the community to its fullest. Feel free to use this space to ask fellow ABPM members for advice related to a challenge you're having or share lessons learned with someone else who needs your advice. Let's support each other here where everyone can benefit. Look for those notifications when someone is reaching out and share your experience to help them avoid the mistakes we might have made and, in turn, make their journey a more impactful one.

We aim to share meaningful content. By clicking on the magnifying glass, you'll see many different types of content such as program news, solutions, blogs, LinkedIn group, member discussions, videos and more. Browse each type to see the insights that our community has to offer. In the coming months, look for additional content types such as thought leadership podcasts spanning key topics of interest for today's programs.

It's an amazing time for our briefing profession. We continue to evolve our programs to be more strategic. We are seeing record numbers of newcomers to our conferences and workshops, many new center builds and programs expanding to more global locations than ever. We are such a unique and open community, and we believe the community inside MyABPM app will enhance your member experience and keep you connected not only in-person, but in-between events too! When everyone shares, everyone benefits. Let's share!

If you have any questions or need assistance getting the most from the ABPM community during or after the ABPM Spring Conference, please feel free to reach out to Darby Mason-Werner at darby@thecxapp.com or (408) 472-8181.