

Forward III Overview

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Forward: Our Story, Our Ambition

We have a tribe.

Our tribe comprises a global group of RPA adopters, evangelists, explorers, prospectors, and intrepids across the spectrum. It includes those who are inspired by the promise and practice of automation first—and those who seek that inspiration. Those who have achieved amazing things using UiPath technology—and those still searching for a pathway.

FORWARD gathers our tribe together each year, allowing us to deepen connections, strengthen purpose, explore and learn, and draw audacious inspiration from each other.

Like Cannes or Sundance in entertainment, or Davos in world affairs and industry, FORWARD serves as a center of gravity in the RPA world – a widely anticipated annual event supporting and celebrating the visionaries and groundbreakers who are moving the 4th Industrial Revolution forward. It's where we acknowledge the most fulfilling journeys and the most profound triumphs in the RPA universe, and unveil the most important new discoveries, inventions, trends, and news. It's a safe space to ask questions, gain knowledge, and perceive new possibilities.

Of importance, FORWARD is not about UiPath. It's about what UiPath enables our tribe to do. It's how we make people impatient to forge their path to the future, using our technology to change work in meaningful, inspiring, and surprising ways. It's about how we enable them to **Reboot Work.**



Forward III



Purpose

This is primarily an event to drive UiPath footprint expansion in installed base customers. It's also a pipeline-accelerating event for current customers and pipeline prospects.



Strategy

Convene the UiPath “tribe” – the whole community – in a buzzing, high-spirited and joyful experience, to forge the future of RPA, strengthen relationships, share knowledge, display our RPA thought-leadership, share roadmap and future plans.

Provide our customers content and experiences that enrich both their professional and their personal lives.



Vision

To be the can't-miss-it RPA event of the year for any current RPA practitioner or those considering it, and anyone intent on moving forward— forward on a digital transformation journey, forward on making work more joyful, forward on taking the first steps toward realizing their full potential.

Some Desired Takeaways

I am so glad I made the time to attend **FORWARD!**
I got something out of it for myself and for my company.

There was such a great energy at this event.

I met incredible people who are using RPA in ways we
hadn't considered.

I truly understand what it means to think automation first.

I believe UiPath cares about me.

I'm part of a community that is helping to make work
more inspiring.

UiPath is so innovative and accessible—I'm glad they
are our RPA provider.

We should think differently about how we work. Let's find
ways to provide more robots across our company.



Event Fundamentals

WHAT

- Keynote Main Stage; business and technical tracks
- A bustling expert village **with both** partner sponsors and UiPath expert booths, spaces for informal meetings, baristas, premium snacks, R&R area; Speakers Corner
- Time built into the agenda (“Meet the Experts”)
- Speaker booth to “Meet the speaker” after presentations
- We **begin and end** with customers: spreadsheet created a month ago to collect candidates and stories – keep it coming:
<https://docs.google.com/spreadsheets/d/1L4jIZtGgucvC7CpNgDJoN6AmZpuNWsVIkKMCuRxD0AIs/edit>
- Seated, plated lunches for increased networking and fellowship and focused topic tables that can be offered as sponsor offerings
- Academy Live sessions



Event Fundamentals

WHAT

- Partner Forward
- theCUBE
- Pre-conference cocktail reception October 14th (6 PM-8 PM)
- Celebration evening of the 15th
- External keynote speakers including the Economist Intelligence Unit editor presenting our automation maturity research
- NO “VIP” anything – Every Customer is a VIP
- Press/influencer/analyst briefings
- Private meeting rooms/suites
- Global CAB Event
- Securities/investor meeting on Oct 14
- Poker with Diego “*Nothing up my sleeve*” Lomanto
- GREEN event

