## MSBoston 2014 Delegate Experience Map

STAGES	Event Registration	Preparation	Arrival & Orientation	Conference Events
DOING	Forms	SkyTeam Travel Agency	Logan Shuttle	Present
	<b>\$</b> Payment	Create	Currency Exchange	Observe
	Presentation	City Tours	Discuss	
	Status Confirmation	Itinerary Planner	MSBoston Mobile App	Network
THINKING	How much does registration cost?	How do I get to Boston?	How do I get to the hotel?	How can I engage my audience?
	Are there different packages?  Is there a deadline for registration?  Should I register online or on site?	What research do I have to present?  Is my research relevant?  Which events do I want to attend?	Where can I exchange currency? What can I see in Boston? How can I keep track of events?	What do I think about the research?  Does this relate to my research?  Is there anyone I'd like to meet with?
FEELING	The clarity of the registration page pleases me and puts me at ease.  I am proud to be a member of this privileged, professional group.	Travel plans can be frustrating.  I am glad to have Bl's resources.  They are considerate of my time.  My research takes precedence.	I appreciate the thoroughness of the Exhibition and Meeting Guide.  BI's foresight speaks to its merit.  I am well-informed and inquisitive.	My work and I can impact others.  I am challenged and inspired.  I am fueled by equally passionate, innovative, and intelligent people.

































