







# Advanced Stage Breast Cancer Workshop Attendee Journey Map

From ‘Save the Date’ awareness to post-event survey

| STAGE         | Awareness / Consideration  | Register   | Submit an Abstract*   | Pre-Event Communication  | Attend  | Post-Event  |
|---------------|--|--|---|--|---|---|
| GOALS         | Understand whether this conference is worth their time and money   | Secure a seat before tickets sell out  | Review abstract submission guidelines, decide to submit an abstract   | Figure out what to do before attending, whether there will be recordings   | Join the event  | Get the recording, materials  |
| THOUGHTS      | <ul style="list-style-type: none"><li>- When is it?</li><li>- Do I have time to attend?</li><li>- What’s the format?</li><li>- What’s the program?</li></ul>   | <ul style="list-style-type: none"><li>- How do I register?</li><li>- How much is it?</li><li>- Will I get an invoice/receipt to show to fiscal?</li></ul>  | <ul style="list-style-type: none"><li>- Can I submit an abstract?</li><li>- What kind of presentation formats are there?</li><li>- What are the important dates (deadline, notification)?</li></ul>   | <ul style="list-style-type: none"><li>- Is there anything I need to do beforehand?</li><li>- What do I need before joining?</li></ul>  | <ul style="list-style-type: none"><li>- Where do I go?</li><li>- How do I sign in?</li><li>- How does this platform work?</li></ul>   | <ul style="list-style-type: none"><li>- Where can I access the recording?</li><li>- How can I access other materials/slides?</li></ul>  |
| PROCESS       | <ul style="list-style-type: none"><li>- Click through links on the website</li><li>- Check availability in calendar</li><li>- Bookmark the event website to get back to it later</li></ul>   | <ul style="list-style-type: none"><li>- Review event details to make sure they really want to attend</li><li>- Review registration options</li><li>- Decide which ticket type fits best</li><li>- Go through registration form, pay for tickets</li><li>- Check inbox for confirmation and tickets</li><li>- Forward to fiscal</li></ul> | <ul style="list-style-type: none"><li>- Review abstract submission guidelines</li><li>- Prepare abstract</li><li>- Submit abstract</li><li>- Receive notification about acceptance</li><li>- Prepare presentation</li><li>- Submit presentation materials to hosts</li></ul>  | <ul style="list-style-type: none"><li>- Receive reminder emails periodically</li><li>- Check the website for any updates in the agenda or program</li></ul>  | <ul style="list-style-type: none"><li>- Receive pre-event email with link some time before the event and a reminder one hour before it</li><li>- Open pre-event email with the direct link and hit the link, the event platform opens up</li><li>- Enter name to show publicly and check audio and video settings</li></ul>   | <ul style="list-style-type: none"><li>- Receive an email from the event hosts with the recording and links to materials/slides</li><li>- Open links, one is a feedback survey</li><li>- Review the materials on their own time</li></ul>                        |
| FEELING       | <div><p>Interested</p></div>  | <div><p>Anticipation</p></div>  | <div><p>Curious</p></div>  | <div><p>Anticipation</p></div>  | <div><p>Interested</p></div>   | <div><p>Satisfied</p></div>  |
| PAIN POINTS   | <ul style="list-style-type: none"><li>- Program is still TBD</li><li>- Unclear on who some of the speakers are. The names are familiar but don’t know who they are</li><li>- No sense of how big the event is</li><li>- The venue is virtual and may be inclined to skip out because of “Zoom fatigue”</li></ul>   | <ul style="list-style-type: none"><li>- Doesn’t know which ticket type they fall into</li><li>- Registration might be too long, take too much time</li><li>- Confirmation email doesn’t have an “Add to Calendar” link</li></ul>   | <p>Wary of the presentation format in Gather.town since they’ve never done it before</p> <p>Abstract submission form is too long</p> <p>Unsure if abstract was received</p> <p>Thinks it might be a lot of work just for a virtual conference</p>   | <p>Too many reminders, wants to unsubscribe, but doesn’t want to miss out important details like post-event recordings</p> <p>There are too many links in the newsletters and it’s unclear which one to click to join the event</p> <p>The event reminder doesn’t specify the date and time and uses “tomorrow” or “in 1 hour”, so unsure if it takes time zone into account</p>   | <p>Gather.town is a new platform, never used it before</p> <p>Audio/Video isn’t working and unsure how to fix</p> <p>There are a lot of people around, but they seem just as confused as they do</p>  | <p>The recording is glitchy</p> <p>Some additional materials are missing or can’t be found</p> <p>Some links don’t work</p> <p>The feedback form is too long</p>  |
| OPPORTUNITIES | <ul style="list-style-type: none"><li>- Once speakers are confirmed add photos and profiles. If possible, add contact details, eg. LinkedIn profiles.</li><li>- Make the event description more detailed by including expected attendee numbers and a “Who Should Attend” section</li><li>- Highlight how Gather.town is different from a typical virtual platform</li></ul> | <ul style="list-style-type: none"><li>- Provide examples for each type of ticket</li><li>- At the very least email and name is needed for the event, others could be optional</li><li>- Add an “Add to Calendar” link to confirmation emails</li></ul>   | <ul style="list-style-type: none"><li>- Provide examples of presentation formats, teasers of the presentation area/format</li><li>- Make sure the submission form only includes the most important information needed</li><li>- Provide templates for the abstract, presentations to reduce the work on presenters, also an opportunity for visual branding</li></ul> | <ul style="list-style-type: none"><li>- Plan out email reminders so attendees aren’t bombarded (eg. 1 month, 1 week, 1 day, 1 hour)</li><li>- Keep reminders succinct, label links clearly so they know which link to click on for what they need</li><li>- Repeat main points and specify time zones</li><li>- Let attendees know if recording will be happening and that it complies with GDPR or other privacy measures</li></ul> | <ul style="list-style-type: none"><li>- If possible, integrate the event registration data with Gather.town</li><li>- Give instructions on what to do in case audio/video isn’t working and make sure there’s a dedicated member to assist</li><li>- Gather.town help materials might be given in more of an advance to let people familiarize themselves beforehand</li><li>- Display the agenda somewhere to remind folks what’s going on</li><li>- Consider playing music to bring life to the event</li></ul> | <ul style="list-style-type: none"><li>- Have someone from the team recording a as a backup</li><li>- Make sure all the links are clickable and viewing access is granted</li><li>- Make the feedback form short and don’t make all questions required</li></ul> |