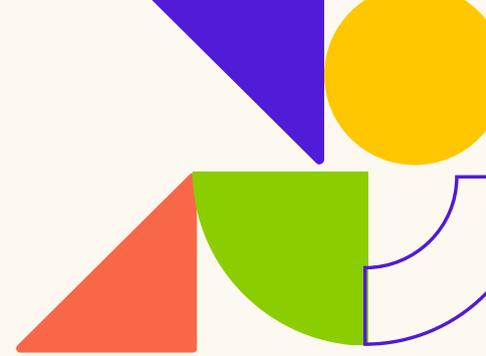# THE CMX SUMMIT 2025 ACTION GUIDE

Turning Insight into Action:
Practical Takeaways from the CMX Stage
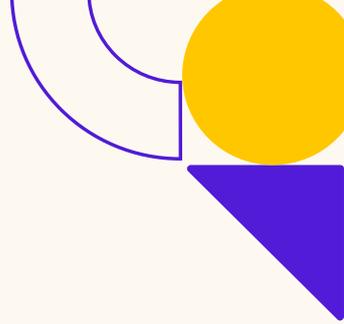
Table of Contents

Welcome to the Action Guide!

The idea for this action guide sparked during a conversation with CMX's longtime friend and community pro, Brian Oblinger. He tossed out a simple but brilliant thought: What if attendees had a workbook to carry all their learnings with them after the event? I couldn't stop thinking about it—and this guide was born.

CMX Summit has always been about more than just great content. It's a place for genuine connection, career-defining conversations, and big "aha!" moments. In past years, the format has been traditional: content-heavy keynotes one day, workshops the next, with connections often left to chance.

Beth McIntyre on stage at
CMX Summit 2025

This year, we changed things up. We reimagined the event format to make the experience more intentional, engaging, and action-driven—and this guide is part of that evolution.

Whether you joined us live in Redwood City CA and are diving back in to revisit the learnings, or couldn't attend but still want the insights—this digital workbook captures the heart of CMX Summit 2025. Each speaker has a dedicated section with their name, links, slide deck (if applicable), and in most cases, a practical takeaway tied directly to their session where they're *turning insight Into action.*

CMX Summit 2025 may be over, but the magic never ends at CMX! Make sure you get your tickets to CMX Summit 2026!

Thanks for showing up, sharing generously, and shaping the future of our industry. See you in the CMX Community!

Connect with Beth on Linkedin →

Watch Beth's Opening Remarks

Beth McIntyre
Director of Community
Bevy / CMX

CMX Summit 2025
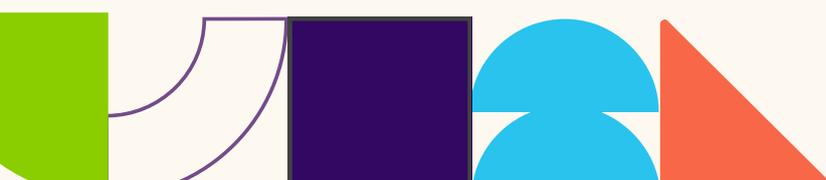
Margaux Miller

Emcee

International Emcee, TEDx Speaker, and Global Community Builder

Margaux Miller is a dynamic speaker, moderator, and event host known for her vibrant energy and business acumen in tech, startups, innovation, and community. Her engaging style and ability to distill complex topics helps to drive meaningful conversations and deliver content that resonates deeply with an international audience.

Her sought-after hosting has brought her to stages worldwide, including the high-profile events of South Summit Spain and Brazil, Web Summit Portugal, Bits & Pretzels Germany, CMX Summit San Fran, Innovation Weeks in Canada, Czechia, and many more. Margaux's insights on connection, community, and remote engagement earned her a 2024 viral TEDx Talk, "Why You're Bad at Online Networking".

Margaux's Website   **Margaux on TED.com**

Connect with Margaux on Linkedin →

Turning Insight Into Action

Take five minutes now to commit to meaningful follow-ups. List The Top 3 People You Want to Connect With Post-Event and Why:

Name:
Why I want to reconnect:

Name:
Why I want to reconnect:

Name:
Why I want to reconnect:

Margaux Miller

Turning Insight Into Action

6 Tactics to Sustain Connections After a Live Event

You've made incredible connections at CMX Summit 2025 - don't let them fade into forgotten name tags. This guide is built to help you nurture the most important part of any conference - the people.

These 6 tactics will help you turn post-event momentum into real relationships, meaningful collaborations, and lasting community.

Margaux Miller on stage at CMX Summit 2025

1. Reach Out While It's Fresh

Timing matters. Send a personalized message to 3+ people you connected at CMX Summit within the first 48 hours after the event ends. Mention something specific from your interaction at the event to jog their memory.

2. Turn One Connection into Many

Was your new contact part of a team or project? Ask if there are others you should meet. Use mutual interests to widen your circle.

3. Share Something Useful

Help your new connection by offering value - share a relevant article, tool, or insight that builds on what you discussed.

Margaux Miller

Turning Insight Into Action

4. Pick Up the Digital Thread

Follow up on social channels. Engage thoughtfully on LinkedIn, CMX Slack, or wherever they're active. This builds familiarity over time.

5. Make It Easy to Say Yes

If you're suggesting a next step - like a call or collaboration - keep it simple and specific.

6. Create a Personal Connection Tracker

Use a simple spreadsheet or notes app to track who you met, when you followed up, and any shared interests or plans. Keep the spark alive with intentional check-ins.

Why Use This?

This guide is built to help you nurture the most important part of any conference - the people. Use these 6 tactics to move beyond surface-level exchanges and build a network that actually works for you.
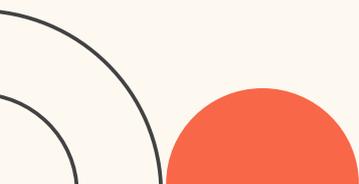
The Engagement Engine

Keynote

Speaker: Jono Bacon

In this session, Jono shared the key lessons he's learned from driving tangible engagement while working with over 200 companies across a wide range of industries over his 27-year career. He covered topics such as community design, content, video, incentives and rewards, breaking through corporate silos, and more.

These insights were packaged into a practical set of lessons, principles, and stories that CMX attendees could apply right away, brought to life through real-world examples and career-spanning experiences.

Watch the Recording   **Check out the Session Slides**

Jono Bacon

CEO and Founder at Community Leadership Core

Jono has been building communities now for over 26 years. He has worked with over 200 companies to help them build productive communities...from early-stage startups to Fortune 500 companies.

He is the author of five books, including the award-winning 'People Powered' (Harper Collins) and 'The Art Of Community' (O'Reilly) and he writes for Harvard Business Review, Forbes, and others.

Jono is also an active advisor and investor in numerous companies and funds (including Redpoint, Heavybit, Boldstart, AlienVault, HackerOne, and many others.)

Connect with Jono on Linkedin →   **Stateshift**   **Jono on Youtube**

Not Just DevRel: Building a Culture of Advocacy Across Your Company

Panel

Panel Speakers: Karin Berkowitz, Jan de Vries, and Mohan Ram

Developer relations wasn't just organic marketing—it was a long-term investment in people. But making the case for advocacy wasn't always easy, especially when it didn't fit neatly into a funnel. And extending that spirit of advocacy beyond the community and into internal teams posed its own challenges.

This panel explored how to build a culture of advocacy through powerful storytelling, qualitative feedback, and the creation of internal and external feedback loops that drove real results.

Watch the Recording

Karin, Mohan, and Jan on
stage at CMX Summit 2025

Karin Berkowitz

Community Manager at Torq

Karin Berkowitz is a community builder and marketing strategist with a background in cybersecurity, developer relations, and brand campaigns. She is currently the Community Manager at Torq, driving engagement among security professionals.

Previously, she held key roles at Neo4j and StarTree and later founded Project Elevate, consulting for companies like Temporal and RisingWave. Her marketing expertise spans major brands such as Eminem, Live Nation, Re/Max, and Novartis. A seasoned speaker, she has presented at 50+ conferences worldwide, sharing insights on community growth and technology.

Connect with Karin on Linkedin →

Turning Insight Into Action

The Crucial Importance of the Feedback Loop on User Contributions

If you want to turn users into advocates, a feedback loop is essential—not optional. Too often, community programs skip this step, assuming impact will be felt organically. But contributors need to know their input mattered.

Whether it's a comment, suggestion, or shared resource, close the loop. Highlight their contribution, show its ripple effect, and let them see how it influenced others or sparked change. When people see their impact, they come back—and contribute even more.
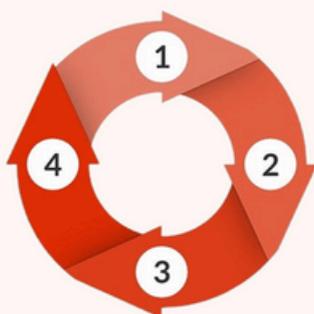
1. User Has Accomplishment
2. User Creates Content (on Accomplishment)
3. Highest Public Visibility Possible (Our Job)
4. Feedback to User on Impact and Value of Their Content

Karin Berkowitz

Turning Insight Into Action

Example of a User Advocacy Funnel With Feedback Loop

Customer Has Accomplishment with Your Product

They build something cool

User Creats (small) Content

You say "great accomplishment - it can be helpful to some people! Can you share about it here?" (somewhere thats not a huge ask, like a Reddit, a quote, or even LinkedIn. Asking for a blog can sometimes feel intimidating if user has not done it before.

Feedback Loop

Find ways for it to get the most visibility, reactions, and feedback from the community and even your internal staff. You share with the user how impactful their contribution has been. Can be amount of views (if it is high), or even just a quote from another community member or someone from your staff. It just needs to be specific and genuine.

Your Request User to Create More Content

Ask for a little larger contribution (blog post, video, etc)

Feedback Loop Again!

Do it again!

Repeat with Larger Ask

Now ask for an even larger contribution (speaking at conference, something that requires more effort is ok)

Karin Berkowitz on stage at
CMX Summit 2025

Jan de Vries

Community Team Manager at Mendix

Jan uses his 15 years of community experience to enable people to "make things better". He hosts global events with leaders in nearly every industry to showcase how innovative technologies fundamentally change the way we work, think, and communicate, using the power of community and developer relations as an essential catalyst for long-term sustainable growth. He uses community strategies, programs, and tactics to empower users and developers to learn, grow, and make a lasting impact on customers through product and feature adoption.

Connect with Jan on Linkedin →   **Mendix Community**   **Mendix Meetups**

Drag & Drop: Low Code Unplugged Podcast Episode 87

Mohan Ram

Director of Field & Regional Marketing at Vercel

Mohan is the Director of Field & Regional Marketing at Vercel. Previously, he was Head of Developer Community at DigitalOcean. During his 8+ year tenure at DigitalOcean, he held various roles in Sales, Marketing, and Partnerships while also helping build and scale their global Startups program and the Developer Meetup program.

He is on the leadershop team of Out in Tech New York chapter and also serves as a mentor at Techstars.

Connect with Mohan on Linkedin →

Circle

Breaking Plateaus: Five Tactical Shifts for Community Transformation

Keynote

Speaker: Alexis Teichmiller

Even the most engaged communities hit plateaus—but they don't have to stay there. Real transformation isn't just about engagement; it's about transforming your members. When people experience meaningful change within a community, they don't just participate—they advocate. And when members evolve, the business grows.

In this tactical keynote, attendees learned to spot early signs of stagnation, uncover five high-impact shifts to reignite momentum, and create an environment where members experience personal transformation. Backed by data and real-world case studies, the session offered practical strategies to turn community into the engine for long-term business success.

Watch the Recording   **Check out the Session Slides**

Alexis Teichmiller

Senior Brand Partnerships Manager at Circle

Alexis Teichmiller is Senior Brand Partnerships Manager at Circle, leading partnerships with companies like Notion and Webflow. A business coach and podcast host, she's passionate about community-led growth and empowering women.

Circle   **The Circle Community**   **Connect with Alexis on Linkedin →**

Alexis Teichmiller

Turning Insight Into Action

How does your community create real, lasting transformation for its members? This framework helps you define that value by outlining the "before" and "after" of your members' journey, identifying how your community supports them, and crafting a clear transformation statement.

Alexis Teichmiller on stage at CMX Summit 2025

Define your community transformation

1. Brainstorming exercise

Set a timer for 15 minutes and respond to the prompts below. Don't worry about making your responses "perfect" — this exercise is only meant to help you get your thoughts down!

> Who does your community serve?

> What problem does your community help solve for members?

> Imagine that someone has just joined your community. What are they struggling with? What does their day-to-day look like right now?

Circle

Alexis Teichmiller

Turning Insight Into Action

Now imagine that it's one year later for that member above. What does their life look like now, after one year of being in your community?

What "milestones" does a member need to hit on their path to the transformation you've defined above?

Milestone 1:

Milestone 2:

Milestone 3:

For each milestone you've noted above, list any community rituals, events, programs, or experiences that guide members to that milestone.

Circle

Alexis Teichmiller

Turning Insight Into Action

After a member has "unlocked" the transformation, how does the community continue to support and serve them?

Why does this transformation matter?

Next Steps and Resources

There are still three important steps after brainstorming! Download the full guide to gather real member testimonials, draft your transformation statement, and discover how to put it into action.

Download the full guide here!

Circle

Engagement Killed the Community Star

Hot Take

Speaker: Gianna Whitver

What if we stopped measuring community engagement just for measurement's sake? What if members weren't constantly prompted, notified, and pinged to death with reminders to engage... engage... ENGAGE?

In this Hot Take session, Gianna Whitver—CEO and co-founder of the thriving 3,600-member Cybersecurity Marketing Society—shared her take on engagement metrics. In just seven minutes, she revealed exactly what the Society measured, which metrics they left behind, and most importantly, why. Because nothing killed a community faster than making engagement feel like a full-time job for its members.

Watch the Recording   **Check out the Session Slides**

Gianna Whitver

CEO & Co-Founder of Cybersecurity Marketing Society

Gianna Whitver is Co-Founder and CEO of the Cybersecurity Marketing Society, a global community dedicated to successful cyber go-to-market with 3,500+ members at 1,000+ security companies. She is also Co-Host of the BreakingThrough in Cybersecurity Marketing Podcast. Gianna advises on marketing & GTM for cybersecurity and technology companies. She speaks publicly on community, marketing, and entrepreneurial topics, having presented at CyberMarketingCon, SANS, RSA Conference 365, (ISC)2, InfoSec World, and others. Previously, she worked in marketing and operations at cybersecurity, tech, and commercial RE companies.

Connect with Gianna on Linkedin →

Empowered Communities & Better Built Products: The Intersection of Tech, Equity, and Innovation for All

Hot Take

A future built by only a few can never serve all. This session will take a look at the emerging field of product equity and what practical steps the tech industry can take to ensure more meaningful engagement of marginalized communities at every step of the innovation lifecycle, from problem formation to data collection to post-deployment. The session will draw from real world examples of how companies changed the way they built products and offer recommendations for how communities themselves can advocate for better engagement.

Watch the Recording   **Check out the Session Slides**

Zaki Barzinji
Senior Director at The Aspen Institute

Zaki is a Senior Director at Aspen Digital, a program of the Aspen Institute. He leads the Empowered Communities portfolio which focuses on the intersection of tech, equity, justice, and representation for systemically marginalized communities.

His career spans a range of roles in public service, including serving as tech policy advisor to the Governor of Virginia and as White House senior engagement manager for President Obama. He has also worked in the tech industry as the head of state and local government affairs for Hewlett Packard Enterprise. He lives in Virginia with his wife and rambunctious three kids.

Aspen Digital   **Product Equity Working Group**

Connect with Zaki on Linkedin →

Zaki Barzinji

Turning Insight Into Action

Product Equity 101 Primer

This practical guide will help both product experts and community leaders better understand how to better incorporate inclusive approaches at every stage of the innovation lifecycle from conception to deployment.

Zaki Barzinji on stage at CMX Summit 2025

This primer offers a foundational explanation of key Product Equity concepts and explains the importance of Product Equity in a fast-paced digital world. Our primary purpose is to provide Product Equity practitioners with a practical platform to align their internal strategies and accelerate progress through cross-industry collaboration. It also offers a wider audience interested in building more equitable products—innovators, advocates, and others who may not yet be familiar with Product Equity—a place to start.

Check out The Product Equity 101 Primer

Break Something Form

This form encourages participants to put product equity principles into action by attempting to "break" a tech tool and submitting their results.

One of the most important ways for ensuring our communities are represented in the innovation lifecycle is to be able to try and break products like only we can. Try your hand at breaking a tech tool and send us your results!

Try the Break Something Form

cmx summit 2025

The Secret To How Your Community Can Run Without You

Keynote

Speaker: Paz Pisarski

Attendees discovered the key strategies and operational systems behind a self-sustaining, member-led community. The session revealed how to foster member autonomy, streamline processes, and build a culture where the community continued to grow—even when the community team wasn't in the room.

Watch the Recording **Check out the Session Slides**

Paz Pisarski

Co-Founder The Community Collective

Paz is the Co-Founder of The Community Collective, a global community for community builders that started as a meetup in Melbourne 2021. Today it has grown to a 12.8k+ audience and 700+ members across 18 countries.

She's supported 200+ businesses to design community strategies, including Canva, Google, Founders Factory Africa and Airtree, as well as appeared on global stages in San Francisco, Sydney and London.

With 6+ years experience in startups and community building, Paz has held community roles at Australian companies including, The Startup Network community, Happy Spaces coworking, RMIT Activator university accelerator, and not-for-profit SisterWorks.

The Community Collective **Connect with Paz on Linkedin →**

Paz Pisarski

Turning Insight Into Action

Worksheet: How your community can run without you

Use this step by step template that walks you through the exact audit ritual to ensure you are operating as efficiently as possible.

The Present | The P3 Method

People

Do you have the right people in place? Does each person understand the vision? Does each person want to be there and have enough capacity? Do you tick all 3 of those boxes?

Who are your People?

Paz Pisarski on stage at CMX Summit 2025

Processes

Are your systems helping or hindering your momentum? Are there any bottlenecks? Does your tech stack align with your way of working?

What are your processes?

Paz Pisarski

Turning Insight Into Action

Plan

Is there a clear path forward, and does everyone know what it is? Are your short-term actions aligned with long-term goals? How are you tracking progress? Are your goals realistic to your time, resources, and priorities?

What's your plan?

Next Steps and Resources

The 3 Ps are just the beginning. Once you've reflected on where you are today, it's time to audit what's on your plate and build a community that can run without you. The full CODA guide walks you through every step of that process—from cutting what's no longer serving you, to automating what's slowing you down. It's practical, repeatable, and designed to help you scale sustainably.

Download the full guide to dive deeper

Ready, Set, Go: The Winning Balance Between Speed and Precision

Workshop

Speakers: Holly Firestone and Erica Kuhl

Winning a race isn't just about speed. You need strategy, course knowledge, self-awareness, the right team, the right gear—and you still have to cross the finish line first.

Erica and Holly learned an immeasurable amount from each other in the five years they worked together – especially when they came across something they wanted to approach in different ways. Erica always wanted to go as fast as possible, and Holly wanted to take time to think through every last detail. In this workshop, they share how melding together two very different approaches can ultimately result in achieving a huge win.

You'll leave this workshop with real-life examples that show the successes and failures of the different approaches and a set of core questions that will allow you to maintain the delicate balance of fast yet thoughtful when you launch a new community initiative. Ready, Set, Go!

Watch the Recording   **Check out the Session Slides**

Erica and Holly on stage at CMX Summit 2025

Holly Firestone

CEO at Holly Firestone Consulting

Holly Firestone is a community strategist who has built and run some of the largest enterprise communities and community programs in the world. At Atlassian, she built the powerhouse User Group program. From there, Holly joined Salesforce where she led and massively grew the User Group Program, evolved the MVP Program, built and managed the community team, and ran the multi-million member online Trailblazer Community.

Holly was also EVP of Community at Venafi, where she served as a member of the executive team. Currently, Holly runs a Community Strategy consultancy where she works with a variety of clients such as large enterprise software companies, nonprofit organizations, and startups. Holly lives in Austin, Texas with her husband Eric, son Max, daughter Eve, and their two weenie dogs, Lucy and Chester.

Connect with Holly on Linkedin →

Erica Kuhl

Community Consultant at Erica Kuhl Consulting

Erica has over 20 years of Enterprise community expertise. Formerly VP Community at Salesforce she built everything from scratch from strategy and programs to metrics & ROI. She understands running community programs on any size budget and with any size team big or small. She's also seen massive company growth from 176 to 49,000 employees allowing her to adapt strategies and deeply understand challenges at any stage.

Erica has now ventured out on her own to help customers like Slack, Zendesk, Atlassian, Google Cloud, Notion, and Hubspot build robust community strategies and programs with her extensive expertise, authentic approach, and trusted services. Visit ericakuhl.com for more info on Erica.

Connect with Erica on Linkedin →

Holly Firestone and Erica Kuhl

Turning Insight Into Action

Think you're ready to launch? Walk through each of these questions first to determine if you're ready to go, need to slow down, or if you stop and re-evaluate your timeline. You'll start by answering each question with YES or NO, and then score your answers with the scoring guide below.

Your Ready, Set, Go Questions

1. Will this erode our community's trust in its current form?

☐ Yes   ☐ No

2. If we don't move forward with this now, will waiting negatively impact our community, our team, and/or our budget?

☐ Yes   ☐ No

3. After launch, is this something we can easily keep refining and building?

☐ Yes   ☐ No

4. Do we have all of the right internal approvals?

☐ Yes   ☐ No

5. If this doesn't work as-is, will the cost to fix it be a major hit to our budget?

☐ Yes   ☐ No

6. Have we done our due diligence? (Including both internal and external feedback)

☐ Yes   ☐ No

7. Have we set clear expectations with our leadership about what this will look like at launch?

☐ Yes   ☐ No

Holly Firestone and Erica Kuhl

Turning Insight Into Action

The chart below shows a general score for each question. Add them up based on how you answered to see your score.

Question #	If you answered YES	If you answered NO	Your Score
Question 1	2	1	
Question 2	2	1	
Question 3	2	1	
Question 4	1	2	
Question 5	1	2	
Question 6	1	2	
Question 7	1	2	

Your Score: _____/14

● **7 Point or less: Green Light! Go, Go, Go!**
You're confident that you've got all of these main questions answered and you're ready to launch!

● **8-10 Points: Yellow Light! Slow, slow, slow.**
You're close, but not off to the races just yet! There's a few components that need more attention. Rewalk through each of these questions and answer them a layer deeper than Yes/No. Come up with a plan of action and an updated timeline to get you to launch.

● **11-14 Red Light! STOP!**
Pump the brakes! You've still got a lot of fundamental questions that need to be answered and/or work that needs to be done to get your initiative ready to launch. Walk through each of the questions and dive deeper into why you answered the way you did. Figure out what's missing and what needs to happen for you to get it done. Set expectations with your leadership team that the program is not ready to launch and what is at risk if you do launch right now. Be ready to share your updated plan and timeline.

Feedback-Driven Foundations: Building With (Not For) Your Community

Panel

Panel Speakers: Armin Pop, Maria Encinar, and Whitney Marin

Great communities weren't built on guesswork—they were co-created with feedback, transparency, and trust. Armin, Maria, and Whitney shared how to make feedback part of the foundation from day one: from onboarding to retrospectives, navigating cultural barriers to gathering anonymous input. Attendees learned how to collect specific insights, close the loop, and show their communities that their voices truly mattered. Feedback isn't just a form—it is the foundation.

Watch the Recording

Armin, Maria, and Whitney on
stage at CMX Summit 2025

Armin Pop

Manager, Onboarding at Gainsight

Armin is the Manager for Gainsight's emerging products onboarding team, working with new customers who purchase Gainsight's Community and Education platform. He has been at Gainsight for over three years and has spent most of his professional career in Professional Services. He is dedicated to not only deliver excellence in onboarding of new customers, but is also deeply passionate about helping others do their best work and develop in meaningful ways.

When he's not helping his team succeed or onboarding new Gainsight customers, Armin enjoys a good cup of coffee, watching soccer, or reading a history book. Armin lives outside Philadelphia with his wife and two daughters.

Soft Launch Framework   **Community Bytes series**

Connect with Armin on Linkedin →

Turning Insight Into Action

This framework is designed to help community managers and customer teams strategically engage users during the "soft launch" or "beta" phase of a customer community. Based on real-world best practices, the framework is broken down into 5 key phases with actionable steps to help you get started!

How to Drive Engagement During your Community Beta

Define your Beta Goals

Before you Invite your first member, define what success looks like.

Action Items:

☐ Set clear success metrics (e.g. number of posts, percent of users active, number of bugs discovered)

☐ Identify the core purpose of your beta (e.g. feedback loop, content testing, UI/UX validation)

☐ Decide what not to test yet (e.g. large-scale gamification or complex integrations)

Armin Pop on stage at CMX Summit 2025

Armin Pop

Turning Insight Into Action

Build a Curated Beta Group

Start with a handpicked group of members you trust to give constructive feedback.

Action Items:

- ☐ Choose a diverse mix of internal champions, customer advocates, and super users
- ☐ Limit the group size for manageability (e.g. 20–50 members)
- ☐ Send a personal invite with clear expectations for participation. Early access is a privilege, not a perk

Seed the Community with Intentional Content

Don't launch to a blank page. Set the tone with valuable starter content.

Action Items:

- ☐ Add 5–10 discussion starters in priority categories
- ☐ Write a "Welcome" post and ask beta users to introduce themselves
- ☐ Pin helpful resources like "How to Use This Space" articles and company announcements

Foster a Feedback Culture

Make it easy and safe for users to share feedback—and act on it quickly.

Action Items:

- ☐ Create a dedicated space for product or community feedback
- ☐ Use polls or short surveys to gather input
- ☐ Respond visibly to feedback (even if you can't act right away) share updates to build trust

Engage Consistently During Beta

This is not a "set it and forget it" moment—active moderation is key.

Action Items:

- ☐ Assign a dedicated community manager or moderator and check-in weekly
- ☐ Celebrate participation publicly (shoutouts, badges, etc.)
- ☐ Host live or async events like AMAs or beta roundtables to keep people engaged

Gainsight

Maria Encinar

AWS User Group program lead at Amazon Web Services (AWS)

Maria leads the AWS User Group program globally as part of Developer Experience team at Amazon Web Services. Prior to leading the developer community team at PagoNxt/Banco Santander, she worked at Google as a community specialist.

A community nerd with 14+ years of experience leading and working with communities, Maria cherishes the intersection of technology and communities where she helps build environments for people to learn, collaborate and grow.

Connect with Maria on Linkedin →   **Follow Maria on X**

Turning Insight Into Action

The Amazon Working Backwards PR/FAQ Process

Customer feedback has always been the foundation of Amazon and AWS's core principles - every major product and service starts by deeply understanding customer pain points. Through the Working Backwards process, teams document this understanding in a PR/FAQ format that clearly articulates how a proposed solution will delight customers before any development begins.

Sneak Peek: Start with the Customer – A Taste of the Working Backwards PR/FAQ Process

Before building anything, write like you've already launched it. This worksheet helps you dip your toes into Amazon's famous Working Backwards method—by crafting a press release before you build the product.

Step 1: Define the Customer
Who exactly is this product for? Be specific. Describe your ideal customer in one sentence.

Maria Encinar
Turning Insight Into Action

Step 2: Clarify the Problem
What pressing problem does this customer face today? Write it from their perspective. "I need a way to…"

Step 3: Imagine the Headline
Your product just launched—what's the headline of the press release that would make your customer say "finally"?

Next Steps and Resources

This is just the first step. The full PR/FAQ process guides you through writing a launch-ready press release and tackling the tough internal questions before you build—so you gain crystal clarity on your customer, your product, and your plan. Whether you're vetting ideas or pitching the next big thing, this method helps you align your team, reduce risk, and innovate with purpose.

Download the complete Working Backwards Guide

Maria Encinar on stage at CMX Summit 2025

Whitney Marin

CMX Connect Director - Paris Chapter

Whitney Marin is a community leader, facilitator, writer, and customer success professional. She builds community as a Senior Customer Success Manager at Hivebrite and as CMX Connect Paris' Chapter Director. Whitney explores connection in the digital age through her newsletter, The Loneliness Economy.

As the founder of Two Story, a community initiative focused on relationships and personal growth, she hosts Relationship Chat Room, an intimate monthly gathering in Paris' coziest cocktail bars, inviting deep conversations on intimacy and belonging.

Connect with Whitney on Linkedin →   **The Loneliness Economy**

Turning Insight Into Action

This resource is designed for community builders, event organizers, and facilitators working with bicultural or international audiences. It helps guide the planning, feedback collection, and evaluation of community events to ensure inclusivity, belonging, and cultural awareness.

The Bicultural Event Playbook

Understanding Bicultural Community Identity

Welcoming Definitions
How different groups define feeling welcome

Cultural Identities
The various cultural backgrounds present in the community

Cultural Taboos
The sensitivities and taboos to be mindful of

Languages Spoken
The different languages used by community members

Whitney Marin

Turning Insight Into Action

Use the prompts below to map out the identity of your community:

Which cultural identities are represented in your community?	What languages are spoken?
Are there any cultural taboos or sensitivities to be aware of?	How does each audience group define "feeling welcome"?

Event Experience Design Checklist

Ensure the event experience supports your audience with cultural inclusion and belonging in mind:

Cultural Inclusion

☐ Create bilingual promotional materials and signage

☐ Curate panelists or featured guests who represent the community being addressed

Environment and Atmosphere

☐ Select welcoming music to set the tone as guests arrive

☐ Adjust lighting to create a warm, inviting atmosphere

☐ Arrange seating and room layout to encourage mingling across cultural or language groups

Connection and Belonging

☐ Greet guests at the door and explain the space, format, and intention of the gathering

☐ Introduce returning attendees to new attendees to facilitate a warm welcome

☐ Consider a format that balances large group and small group interactions, as well as opportunities for both listening and speaking, to engage both introverts and extroverts

Whitney Marin

Turning Insight Into Action

Community Feedback Framework

Collect valuable insights that reflect participants' lived experiences one or multiple of the methods that best suit your audience:

Feedback Collection Methods

Live and top-of-mind: Ask attendees for feedback directly in the room, capturing their immediate reactions.

- What convinced you to attend today?
- What did you appreciate about this event?
- What kind of events or topics would you like to see more of?
- Did you connect with another participant or any of the panelists?

Social Media Insights: Note attendee posts and interactions on social media after the event.

- What kinds of insights did they share from the event?
- How many comments or further conversations did their posts spark?

Post-Event Survey: Use a survey to gather detailed, thoughtful feedback from attendees after the event.

- How would you rate the overall event experience?
- Were there any aspects of the event that felt unclear or uncomfortable?
- Would you recommend the event to a friend?

Event Feedback Methods

Live Feedback
Gather immediate reactions from attendees in person. This captures their top-of-mind thoughts.

Social Media Insights
Track attendee posts and interactions on social media. Note insights and conversations sparked.

Post-Event Survey
Collect detailed feedback from attendees using a survey. This allows for thoughtful responses.

Whitney Marin
Turning Insight Into Action

Community Feedback Framework

Key Metrics to Monitor

Go beyond head-counts to measure impact:

- Repeat attendees
- Professional sectors represented
- Languages spoken by attendees
- Event end time (are attendees staying to continue connecting after the official program?)
- Connections made post-event experience
- Source of awareness (how did attendees discover the event?)

Post-Event Debrief Template
When working with local partners, evaluate each element of the collaboration, reflect, and reiterate:

- Which specific elements worked well? *Ex. event topic, timing, ambiance, value offered to attendees, social engagement*
- What should be kept, changed, or removed to improve the experience?
- What unexpected moments or interactions stood out (positively or negatively)?
- Did any specific audience groups seem more or less engaged than others? Why might that be?

Repeat Attendees
Measures the loyalty and satisfaction of attendees. Indicates event's value.

Professional Sectors
Identifies the industries and fields represented. Helps tailor future events.

Languages Spoken
Captures the linguistic diversity of attendees. Aids in inclusive event planning.

Event End Time
Determines if attendees linger after the program. Reflects engagement and networking opportunities.

Connections Made
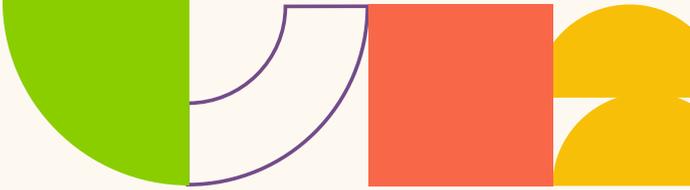Tracks relationships formed because of the event. Highlights networking success and value.

Source of Awareness
Identifies how attendees learned about the event. Informs marketing and promotional strategies.

Whitney Marin on stage at CMX Summit 2025

Whitney Marin
Turning Insight Into Action

Case Study: CMX Connect Paris

How thoughtful experience design and community feedback led to an improved community outcome — challenging assumptions and designing for inclusion.

The Event:
The Link & Learn series, co-hosted by CMX Connect Paris and Zoku Paris, is designed as a professional panel and networking event aimed at building bridges between community builders, creators, and business professionals, particularly those navigating international and French contexts in Paris.

The Challenge:
An early assumption was that French professionals wouldn't be interested in attending an English-language event, and we targeted a more international audience. Feedback revealed that many locals and French-speakers were eager to join, both to practice their English and connect with international peers. Still, we suspected that some felt the space wasn't built with them in mind.

The Solution:
We tested our first fully bilingual event (with a bilingual moderator, panelists, and promotion) to create a space that felt welcoming for both French-speaking locals and internationals.

The Result:
- Increase in French attendees; our bilingual event represented our overall highest attendance, surpassing previous events by 10%
- A boost in inbound speaker requests from Paris-based professionals
- The Link & Learn series is better positioned to serve Paris' truly bicultural professional landscape

Join CMX Connect Paris!

cmx connect
Powered by **bevy**

Learn more about CMX Connect

CMX summit 2025

The Community Strategy Masterclass:
How To Design The Right Strategy For Your Community

Workshop

Speaker: Richard Millington

In this hands-on masterclass, attendees tackled real-world community challenges using proven frameworks and techniques from FeverBee. Through interactive case studies and group collaboration, they learned how to analyze problems, design better community experiences, and make strategic decisions with confidence.

The session equipped participants with tools to identify core challenges, weigh trade-offs, and develop actionable solutions that drive engagement and growth. Whether scaling a new initiative, securing executive buy-in, or revamping a community experience, attendees walked away with a strategic playbook for success. It was a fast-paced, high-impact workshop designed to challenge conventional thinking and level up every participant's approach.

Watch the Recording   **Check out the Session Slides**

Richard Millington on stage at
CMX Summit 2025

Richard Millington

Founder of FeverBee

Richard Millington is the founder of FeverBee and the author of Build Your Community (Pearson, 2021).

Over the past 15 years, he has helped 320+ organizations, including Apple, Facebook, and The World Bank, use psychology to build thriving communities. He has trained over 1,250 top community professionals and delivered keynotes worldwide, showcasing how communities foster loyalty, solve problems, and drive innovation.

Richard helps organisations understand the transformative power of communities and how to apply modern approaches and techniques to building thriving online communities.

Feverbee   **Feverbee Community Academy**   **Book: Build your Community**

Turning Insight Into Action

Sneak Peek: Mastering the Community Discovery Process

Before you launch or scale your community, you need more than just passion—you need precision.

Part One of the Pro Dev Guide walks you through a layered approach to community success. Your outcomes aren't just about what you do in the community—they're shaped by your organization and the broader world around you. That's where the Community Forces Model comes in.

Think Strategically:

What external forces (tech, trends, laws) could help or hinder your community?
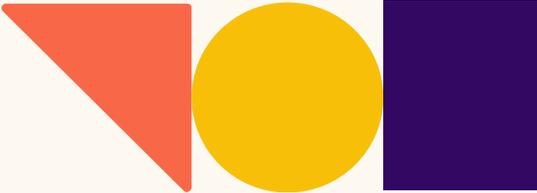
Richard Millington

Turning Insight Into Action

What are your organization's constraints—budget, culture, risk tolerance?

How do your community goals align with current business and industry realities?

Take Action:

1. Run a PEST Analysis (Political, Economic, Social, Technological) tailored to your sector.

2. Score macro-trends by impact and urgency—prioritize the ones making waves.

3. Dig into audience needs—interview, survey, and segment members (and non-members!).

4. Map motivations—What's driving your audience? Where are they already going for solutions?

5. Audit your org—Understand internal dynamics before building out your community strategy.

You'll walk away with clarity, alignment, and a plan grounded in reality—not just gut feelings.

Next Steps and Resources

This tool helps community professionals diagnose what's really going on before jumping to tactics. Whether you need to optimize, adapt, repair, or relaunch, it guides you through defining a clear strategy and prioritizing actions by impact and feasibility—so you walk away with a focused, actionable, and aligned plan.

Download The Advanced Guide To Creating Community Strategies Which Actually Succeed

cmx summit 2025

You are a Connection Concierge: How to turn online strangers into real friends

Keynote

Speaker: Kat Vellos

As a community manager, you have an incredible opportunity—to be the bridge that transforms random online strangers into real friends. You are a connection concierge. In this keynote, you'll discover the key actions that make friendships not just form, but stick, grow, and thrive. You'll learn how to attract the right people to your space and create the kind of connections that keep them coming back. If you want your members to say, "Joining ___ community was one of the best decisions I ever made," you don't want to miss this session. Learn how to make your community a place where real friendships flourish—and you'll pick up a few tips for your own friendships too.

Watch the Recording   **Check out the Session Slides**

Kat Vellos

Educator & Coach at We Should Get Together

Kat Vellos is a trusted expert on cultivating meaningful friendships. She's the author of We Should Get Together: The Secret to Cultivating Better Friendships. She's also the creator of the Better Conversations Calendar and the BFF Builder.

In her former career as a UX designer and researcher, she made software more user-friendly at large companies you've heard of, but she's a lot happier now, helping people bring more friendship to their lives and workplaces. Kat's writing is read in 100+ countries and she's been interviewed by The New York Times, NPR, Communication Arts, The Good Life Project, and many more.

We Should Get Together   **Meet Kat**

Kat Vellos

Turning Insight Into Action

The Seeds of Connection is a framework I designed and defined in my book, We Should Get Together: The Secret to Cultivating Better Friendships. They are the four elements that make a friendship most likely to thrive. The more of the seeds you share with someone, the more likely it is that your friendship will stick and last.

The Seeds of Connection help you know what levers you need to pull when you want to make a friendship or a community get closer and stronger. Use them any time you want to help your members create strong friendships in your community and feel a stronger sense of commitment to your community.

Kat Vellos on stage at
CMX Summit 2025

The Seeds of Connection:
Compatibility, Frequency, Proximity, Commitment

What's **one** way you're already helping members connect around their **COMPATIBILITY**?

What are **two** other ways you can help members connect around their **COMPATIBILITY**?

Kat Vellos

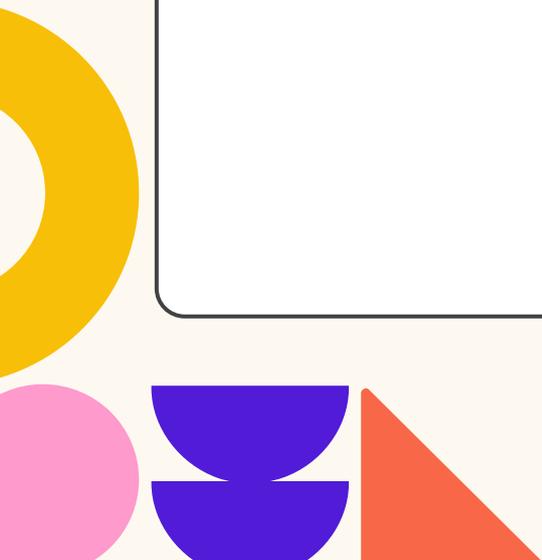## Turning Insight Into Action

What's **one** way you're already encouraging members to have **FREQUENT** meaningful interactions?

What are **two** other ways you can help members experience more meaningful **FREQUENCY**?

What's **one** way you're already helping members share more **PROXIMITY**?

What are **two** other ways you can help members share, increase, or connect via their **PROXIMITY**?

Kat Vellos

Turning Insight Into Action

What's **one** way you're already making it easy for members to deepen their **COMMITMENT** to each other and to your community?

What are **two** other ways you can help members increase their **COMMITMENT** to each other and to your community?

Kat Vellos on stage at
CMX Summit 2025

Next Steps and Resources

Blog Post: The email introduction method loved by millions

Blog Post: How to turn an online acquaintance into a real friend this week

Get Kat's Book: We Should Get Together

Breaking Silos Unlock Budgets

Hot Take

Speaker: Gianna Scorsone

Community is often an afterthought in GTM strategy—but it shouldn't be. In this hot take, I'll dive into how to break down internal silos and why aligning your community efforts with your GTM engine is key to earning C-suite buy-in and unlocking the BUDGET! By leveraging the customer flywheel, you can ensure your community plays a central role in the entire customer journey, from acquisition to advocacy. Hold on tight as I share how to partner with your GTM teams and make them your champions—because getting everyone on board is the secret to securing the resources and impact your community needs to thrive.

Watch the Recording **Check out the Session Slides**

Gianna Scorsone

COO / Co-Founder at ChampionHQ

Gianna has been a strategic GTM leader, scaling organizations in the SAAS and tech industry for two decades. Her expertise has been instrumental in improving processes and cross-departmental efficiencies to drive organizations forward. She is most passionate when a part of a community helping to empower and mentor others to reach their best.

She is now co-founder of ChampionHQ, an AI driven Advocacy platform, winner of the 2024 GTM Innovator award from Pavilion. Gianna's impressive results and visionary leadership were recognized when she was named 2017 Female Executive of the Year by the prestigious Stevie Awards for Women in Business, CRN's Women of the Channel in 2021, and the Positive Leadership Award in 2023. Gianna serves as co-chair of the board of directors for READ718.

ChampionHQ **Connect with Gianna on Linkedin →**

Gianna Scorsone

Turning Insight Into Action

Create your 1st team of cross-functional, same level peers across GTM, Support, and Product - learn their language.

This alignment will bring you to the center, at the forefront of strategy and will unlock your budget.

Gianna Scorsone on stage at CMX Summit 2025

Creating Your First Team

Product
Product Feedback
Ideas
Education

Customer Success
Retention/Expansion
Engagement
Satisfaction (NPS)
Product Adoption
Customer ROI

Marketing
Content Development
Testing/Feedback
Brand Building
Referrals

Wheel diagram: Advocacy + Community (center), with segments Product, Support, Sales, Marketing, Customer Success

Support
Case Deflection
Knowledge/Learning
Content
Development
Education

Sales
Extra tool to close deals
Expanded reference network
Build Pipeline
Increase Win Rate
Decrease Time to Close

Meet with each cross functional peer in your first team and ask them these 4 questions:

1. What are your goals and targets?

Gainsight

Gianna Scorsone
Turning Insight Into Action

2. Where is your team excelling?

3. What are the external factors impacting struggle?

4. How confident do you feel in hitting your targets this quarter and next?

Customer Journey Workshop

Customer Lens: Discuss each stage and what you believe the customer experiences. The good, the bad, the ugly, and the great!

Internal Lens: What does the customer handoff look like at each stage?

Fallout:

Strength:

Conversion Rate:

Gainsight

How Real World UX Can Help Our Communities Thrive

Hot Take

Speaker: Pete Heslop

Great communities don't just happen, they're designed. The best UX principles aren't just for apps; they shape how people navigate spaces, engage, and feel a sense of belonging.

Drawing from real-world examples in hospitality, city planning, and design, this talk explored how setting the right tone, managing expectations, and reducing friction can transform your community.

Watch the Recording   **Check out the Session Slides**

Pete Heslop

Founder at Steadfast Collective

Pete Heslop is the founder of Steadfast Collective, a B Corp crafting sustainable, bespoke platforms that bring together community-led brands globally to create social and economic value.

Over 15 years, Pete has led digital teams that have built platforms used by millions of members worldwide.

He is the co-author of the Digital Community Leaders Report and hosts the Digital Community Leaders podcast.

Connect with Pete on Linkedin →   **The Digital Community Leaders Report**

Pete Heslop

Turning Insight Into Action

This worksheet is a guided self-audit for community builders to reflect on how their space feels to newcomers, the tone it sets, and what makes people stick around. It's all about intentional community design—seeing your community not just as something you manage, but as an experience you're curating. Think of it as stepping into your members' shoes to explore how they arrive, how they feel, and why they stay.

Pete Heslop on stage at CMX Summit 2025

1. Arrival - First Impressions Matter!

What happens when someone walks into your community (virtually or physically)? What's the experience in the first 30 seconds?

> What do new members see first?

Is it clear what your community Is for?

☐ Yes   ☐ No

> What's the first Interaction (automated message, welcome email, landing page)?

Is it clear what your community Is for?

☐ Yes   ☐ No

Pete Heslop

Turning Insight Into Action

Exercise: Draw (or describe) the entrance experience to your community. Where do people go? What are they told? Who do they meet?

2. Tone - Setting the Mood

Tone isn't just in what you say, it's how you say it visually, aurally, and emotionally.

What are the top 3 adjectives that describe your community's vibe?
(e.g. supportive, experimental, playful, serious, etc.)

Does your design and language match that tone?

☐ Yes   ☐ No

Exercise: Write a short welcome message you'd pin to your community home page. Keep it tone-perfect. No corporate jargon.
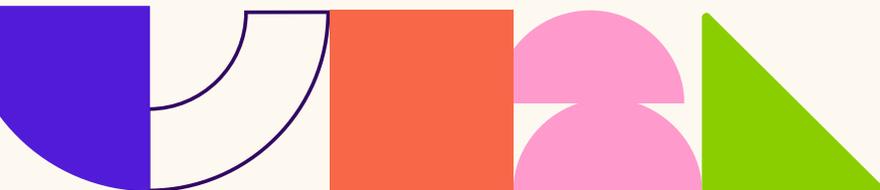
Pete Heslop

Turning Insight Into Action

3. Positioning - Why People Stay

What makes your community a destination, not just a pit stop?

What's your community's "signature dish"? What's the unique value you offer that people can't get elsewhere?)

Are you a boutique bistro or a bustling food court?

What keeps members coming back?

Exercise: Write your community's "menu description" (1–2 sentences): e.g. "A place for early-stage founders to find peer support, honest feedback, and a sense of belonging — over coffee and candid conversations."

Scaling Community Through Shared Values:
Burning Man's 25+ Year Network

Keynote

Speaker: $teven Ra$pa

Burning Man Project is a global non-profit arts organization dedicated to bringing people together to foster a more creative, connected and thriving society. It has a 25+ year volunteer regional network that spans 34 countries, which has grown organically with the help of ten guiding principles. Join a founding organizer of its Regional Network for a look back and to the future.

What began as an experiment in temporary community has become a year-round, globally distributed network and a community of many communities. What lessons can you learn and what questions can you ask yourself about your network?

Watch the Recording　　**Check out the Session Slides**

$teven Ra$pa

Regional Network Committee
at Burning Man Project

Steven Raspa is an artist, arts advocate, community organizer and founding member of Burning Man's Regional Network Committee and its Regional Events Committee. He regularly speaks on art, urban planning, and culture. Raspa has over thirty years event production and community organizing experience. He has worked with numerous cultural organizations, cities, and nonprofits. As a founding member of Burning Man's Regional Network, Raspa has a wide range of experience supporting hundreds of volunteer regional contacts, regional gatherings, and a globally dispersed community of artists and freethinkers.

Burning Man Website　　**Burning Man's 10 Principles**

$teven Ra$pa

Turning Insight Into Action

To get the most out of your community efforts, it's important to pause regularly and examine what's driving connection, ownership, and resilience within your network. These conversations can surface blind spots, reveal new opportunities, and bring your leadership team and community members into closer alignment.

Here are 5 questions to reflect upon with your team and community leaders to optimize your network relationships and operations.

$teven Ra$pa on stage at CMX Summit 2025

Questions to Ask Yourself

How can you scale authentic human relationships and what is the basis of a meaningful relationship with your network participants?

What are your network's core values and how do you empower members to take ownership as your community grows?

$teven Ra$pa

Turning Insight Into Action

What do you need to do centrally and in a standardized fashion, and what can your network do better than you with more local flavor?

How can you encourage bottom-up community-driven solutions to challenges you are facing?

How might you better spotlight and encourage creative solutions and innovations?

Burning Man on Facebook   **Burning Man Regional Network**

Burning Man on Instagram   **Burners Without Borders**

The Psychology of Connection: How Community Drives Inclusion, Impact, and Sustainable Success

Keynote

Speaker: Kalina Bryant

Community is more than just a gathering—it's a powerful catalyst for impact, inclusion, and business success. In this keynote, Forbes 30 Under 30 honoree Kalina explores the psychology behind human connection and why authentic relationships are key to building thriving B2B SaaS communities. She'll show how diverse, inclusive spaces foster trust and growth—whether by amplifying customer voices or creating opportunities for women of color and their allies to connect and uplift one another.

Watch the Recording   **Check out the Session Slides**

Kalina Bryant

Founder of UnapologeTECH Community
Advisor at Base
Marketing Leader Mixpanel

Kalina is a seasoned community and executive relationship builder for B2B SaaS companies, specializing in customer engagement, advocacy, and strategic events. As a Forbes 30 Under 30 honoree and an award-winning marketing leader, she has spent over a decade crafting impactful community programs and executive experiences that drive growth and brand loyalty.

Kalina is the founder of UnapologeTECH, a platform dedicated to empowering underrepresented professionals in tech, and has led initiatives at top SaaS companies to foster meaningful customer and executive connections. With a background in psychology and design thinking, she is passionate about creating inclusive, high-impact engagement strategies.

Connect with Kalina on Linkedin   **Customer Advisory Board Maven Course**

Kalina Bryant

Turning Insight Into Action

This is a framework that helped me find my voice and success in tech as a relationship-driven and community-driven leader. Building Customer Advisory Boards (CABs) for growth-driven companies has championed my brand and fuelled my passion for creating powerful partnerships with companies' most strategic clients.

Go to the full worksheet

Kalina Bryant on stage at
CMX Summit 2025

Building a Successful Customer Advisory Board (CAB)

1. Identify your Objectives and Key Metrics

Objective Setting: Define the primary goals of your CAB.
Examples: Product feedback, customer retention, co-innovation, strategic insights, etc.

> What do you want to achieve with your advisory board?

Key Metrics: Set clear success indicators to measure the effectiveness
Examples: Engagement rates, actionable Insights generated, upsell conversion, churn reduction, etc.

> Metric 1:
>
> Metric 2:
>
> Metric 3:

Kalina Bryant

Turning Insight Into Action

2. Define the Ideal CAB Member Profile

Selection Criteria:
Choose key leaders who are Influential and strategic In your industry

Position: *(Chief Product Officers, VPs, Directors of Marketing, etc.)*

Attributes: *(Industry experience, thought leadership, Innovation mindset, and alignment with your business goals).*

Diversity of Perspectives: *Ensure a variety of perspectives to foster rich discussions, (tech leaders, business leaders, customer experience leaders).*

Role/Position:

Skills/Expertise Needed:

Experience Level:

Industry Expertise:

Personal Attributes:

3. Structure and Format of CAB Meetings

Frequency and Duration: Determine how often you'll meet *(quarterly, bi-annually)* and the format *(in-person, virtually, hybrid).*

Agenda Setting: Define key topics for discussion, *(new product features, Industry trends, customer needs, or feedback on the roadmap).*

Feedback Mechanism: (Create a structured way to gather actionable feedback from CAB members *(surveys, polls, one-on-one Interviews).*

Facilitation and Engagement: Assign a facilitator who ensure that the conversation productive, inclusive, and that all members' voices are heard.

Kalina Bryant

Turning Insight Into Action

CAB Meeting Frequency:

Meeting Duration:

Agenda Outline
    Topic 1:

    Topic 2:

Feedback Collection Strategy
    Method *(Survey, poll, etc.)*

    Question 1:

    Question 2:

Next Steps and Resources

This is just the beginning. Download the full
guide to build a CAB that actually works!

Go to the full guide

Kalina Bryant on stage at
CMX Summit 2025

Community Story-Telling and Impact Across Multiple Stakeholders

Fireside Chat

Speakers: Chris Catania and Michael Puhala

This fireside chat explored how to harness the power of storytelling to effectively communicate the value and impact of online communities to various stakeholders, securing both executive buy-in and cross-departmental support. The conversation highlighted how ESRI achieved and demonstrated the impact of its community, the challenges faced along the way, and the strategies used to overcome them.

Attendees learned how to incorporate stakeholder-focused storytelling into their community strategies, gained insight into best practices for measuring community success, and took away actionable lessons from ESRI's path to building a thriving, high-impact community.

Watch the Recording   **Check out the Session Slides**

Chris and Michael on stage at
CMX Summit 2025

Chris Catania

Head of Community at Esri

Chris is Head of Community at Esri. He is an award-winning enterprise community building expert. For more than 20 years, he has helped leaders build community-driven organizations that leverage the power of community and collaboration to deepen trust, increase loyalty, build better products, drive engagement, save millions and grow top-line revenue.

As a speaker and strategist, he has helped audiences transform disengaged customers into loyal and passionate brand advocates.

Connect with Chris on Linkedin →　　　**Chris' Website**

Turning Insight Into Action

3E IMPACT Model: Storytelling Worksheet

Strategic storytelling moves the needle with leadership and stakeholders! Evaluation is a key element of the 3E IMPACT Model. Use this worksheet to write your perfect song and fine-tune how you communicate your community's business value and impact.

Whether you're crafting a quick elevator pitch, presenting to the boardroom, or sharing stories across your community network. This will help ensure that your storytelling has all the essential tones, notes, and rhythms to rock the show and have your stakeholders raving for more after your next performance.

Know Your Audience Mindset

Who are you telling this story to?

☐ Customers

☐ Employees

☐ Executives

☐ Industry Peers

☐ Other: _____

What matters most to this audience right now? What are one or two key priorities or concerns they have?

Khoros®

Chris Catania

Turning Insight Into Action

Purposeful Storytelling

What is the objective of this story? (e.g., inspire action, explain strategy, show impact, shift mindset)

What emotional impact do I want to leave them with? (e.g., hope, urgency, excitement, trust)

Format and Time Adaptibility

Where will you share this story?

- ☐ Elevator Pitch (30 seconds)
- ☐ Team meeting (5–10 minutes)
- ☐ Boardroom presentation (15–30 minutes)
- ☐ Video/podcast (Recorded)
- ☐ Social/community post
- ☐ Other: _____

Diverse Story Types

What kind of story is this?
Check all that apply:

- ☐ Customer Success
- ☐ Employee Spotlight
- ☐ Cross-functional Collaboration
- ☐ Failure/ Lessons learned
- ☐ Community Growth
- ☐ Other: _____

Prioritize Resources for Storytelling

What support do you need to tell this story well?

- ☐ Time to gather story
- ☐ Access to data
- ☐ Collaboration with departments
- ☐ Visual/Media Support
- ☐ Stakeholder review
- ☐ Other: _____

Khoros®

Chris Catania

Turning Insight Into Action

Are you using Balanced Metrics?

Hard Metrics (quantitative impact): (e.g., % increase, $ saved, time reduced)

Soft Metrics (emotional/qualitative impact): (e.g., employee quotes, customer testimonials, community feedback)

Are you Always Gathering Stories?

What story opportunities are currently untapped? (Note 1–2 stories you could explore right now across your org.)

Are you using the Hero's Story?

Plot the basic structure of your story:

Hero (Who is the main character?):

Challenge/Problem:

Turning Point:

Resolution/Learning:

Call to Action for the Audience:

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Chris Catania
Turning Insight Into Action

What type of leader are you speaking to?

Choose the leadership mindset you're tailoring for:

- [ ] Visionary – Future-focused, strategic
- [ ] Skeptical – Needs data, hesitant to change
- [ ] Analytical – Motivated by logic and process
- [ ] Empathetic – Values emotional connection and team well-being
- [ ] Other: _____

### What Department Are You Speaking To?

Check the department to which this story is most relevant. Does the story have metrics and value relevant to the appropriate department?

- [ ] Product
- [ ] Marketing
- [ ] Sales
- [ ] HR/People Operations
- [ ] Customer Success
- [ ] IT/Engineering
- [ ] Finance
- [ ] Executive Leadership
- [ ] Other: _____

This completed worksheet equips you to tailor your stories for internal stakeholders and your community audience. Use it to refine your storytelling skills and create captivating narratives that foster connection and understanding.

Aim to inspire collaboration and advance your community vision with compelling stories that resonate with your stakeholders!

Next Steps and Resources

Make Community your competitive advantage in the marketplace with Chris' book:
The Community-First Advantage
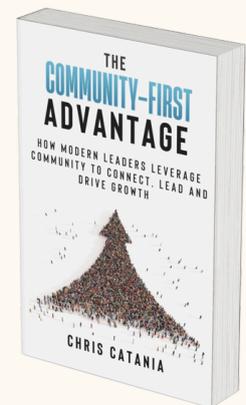
Learn More

Khoros®

Michael Puhala

Chief Community Evangelist at Khoros

Michael Puhala is the Chief Community Evangelist at Khoros. He keeps the company at the forefront of the online community industry by championing its solutions, trusted by hundreds of the most respected brands around the globe. With over a decade at Khoros, he has held roles including VP of Solution Strategy and VP of Global Sales Engineering, contributing to major product initiatives and shaping Khoros' go-to-market strategy.

Between his tenures at Khoros, Michael served as VP of Global Presales at Billtrust. In June 2024, he published his first novel, Human Traits, a novel exploring humanity's relationship with AI.

Khoros   **Connect with Michael on Linkedin →**   **Book: Human Traits**

Michael's Website

Chris and Michael on stage at
CMX Summit 2025

Human Signals in a Machine World: Keeping Community Content Discoverable and Impactful

Panel

Panel Speakers: Seijin Jung, Dennis Pollett, and Rebecca Houghton

As AI becomes increasingly integrated into community management, content moderation, and search algorithms, how can we ensure that community-driven content remains valuable, discoverable, and impactful? This panel will explore the intersection of AI and community content—how it's used to train AI copilots, the challenges of search indexing, and the growing need for human-generated insights in an AI-driven world.

We'll dive into best practices for curating high-quality content, ensuring AI tools benefit rather than exploit communities, and measuring the success of AI-powered initiatives.

Watch the Recording

Seijin, Dennis, and Rebecca on
stage at CMX Summit 2025

Seijin Jung

Co-founder and CEO at Enrich Labs

Seijin is the Co-founder & CEO of Enrich Labs, a fast-growing AI startup building AI Coordinators that empower Community & Social teams to build meaningful human connections. Previously, he led marketing teams at leading tech companies with a proven track record: he drove 3X profit for 45 DTC brands at OpenStore, optimized Meta's entire Reality Labs product portfolio marketing strategy, and grew Abound's community 900%+ with full-funnel insights.
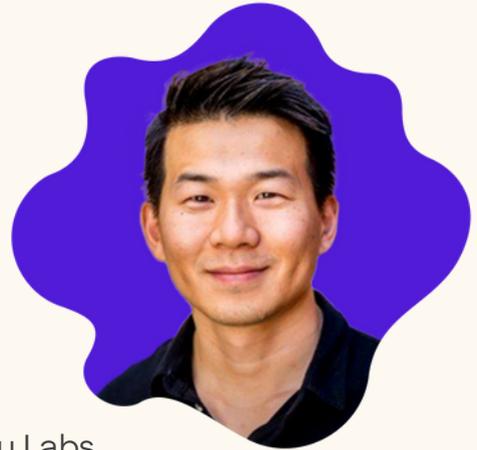
Having managed both in-person & digital communities at Google/Nest and LG, Seijin's superpower is combining technical expertise with business logic. A weekend-trained engineer, he also built from scratch an AI writing assistant that helped 200,000+ community members improve their writing. With a Wharton MBA and a US patent in predictive analytics, Seijin is passionate about leveraging technology to solve complex business challenges at scale.

Enrich Labs   **Connect with Seijin on Linkedin →**   **Chat with Seijin**

Turning Insight Into Action

My AI-Powered Community Management framework helps community managers leverage AI to augment their workflows in the most practical way. With a systematic process of task auditing, opportunity assessment, implementation planning, and impact measurement, this guide provides a practical guide to turn abstract AI potential into concrete action steps.

Ultimately, this action guide helps any community manager that wants to reclaim significant time previously lost to manual tasks so that they can focus on what truly matters: building meaningful human connections within their communities.

Next is an actionable guide on strategizing your community management for success in an era where human signals shine brightest in a machine world.

Seijin Jung

Turning Insight Into Action

Step 1: Task Audit Worksheet

Track your Time Drains (2-Week Assessment)

Task	Daily Time Spent	Weekly Frequency	Requires Human Judgement?	Notes
Social Monitoring				
Content Moderation				
Question Answering				
Content Tagging				
Report Generation				
Other:				

Seijin Jung

Turning Insight Into Action

Time Drain Analysis

Which three tasks consume most of your time?

Which tasks follow clear patterns or rules?

Which tasks require genuine human connection?

Next Steps and Resources

There are 3 more steps in Seijin's AI-Powered Community Management framework.

Download the full worksheet here!

Connect with Seijin to learn more about your AI augmentation opportunities:

Email Seijin   **Book a 30 Minute Consultation**

"The goal isn't fewer humans – it's humans freed from mechanical tasks to do what only humans can do well: build genuine connections, show empathy, and create meaningful experiences."
– Seijin Jung

Dennis Pollett

Sr. Business Analyst at Microsoft

Dennis has been at Microsoft for over 35 years and has spent the last 20 years working in the areas of online support and community. He is working primarily on the Microsoft Support Community (aka 'Microsoft Answers'), as well as partnering with the Microsoft Q&A support community. Over the past several years, Dennis has been focusing on community analytics, ROI logic, AI integration into community experiences, and related community strategy topics.

Connect with Dennis on Linkedin →

Rebecca Houghton

Director - Digital Community Support at Microsoft

Rebecca is Director of Digital Community Support at Microsoft where she leads the Microsoft Answers Support Community, one of the largest support communities in the world, helping over 1.5B customers annually find answers to their technical support questions.

Connect with Rebecca on Linkedin →

The Power of Awe: Designing Experiences That Foster Deep Connections

Hot Take

Speaker: Christina Hug

In a world filled with distractions and surface-level interactions, how can we design experiences that truly bring people together? Christina Hug, Founder of BoardingPass, introduces the AWE Framework—Anchor, Weave, and Elevate—a powerful approach to fostering deep, meaningful connections within communities.

Drawing from over 15 years of experience building global communities in the tech and creative industries, Christina will share how to Anchor experiences in purpose, Weave awe into design, and Elevate connections beyond small talk. This session will provide actionable strategies to create transformative moments that leave participants with a sense of belonging and trust. Attendees will walk away with a clear framework for designing awe-inspired experiences that drive authentic engagement and lasting relationships.

Watch the Recording   **Check out the Session Slides**

Christina Hug on stage at
CMX Summit 2025

Christina Hug

Founder of BoardingPass

Christina Hug is the founder of BoardingPass, specializing in community strategy, program development, and experience design. With over 15 years of experience building global communities in tech and creative industries, she is passionate about fostering deep connections. Christina helps organizations design meaningful programs that drive engagement and impact.

Connect with Christina on Linkedin   **Boarding Pass**   **Community Council**

Turning Insight Into Action

This companion tool helps experience designers apply the AWE Framework — Anchor in Purpose, Weave Awe into Design, and Elevate Connection — to any gathering, event, or community moment. It includes guiding principles and reflection-based prompts to help you move from theory to intentional design. This isn't a checklist — it's an invitation to pause, reflect, and design for meaning, surprise, and connection.

AWE Framework

A	**Anchor In Purpose** What is the hook of your experience that grabs people, and evokes emotional resonance. Why am I here?

W	**Weave Awe into Design** Integrate surprise, wonder, and unexpected delight. Where in your event are people co-creating what happens next?

E	**Elevate Connections** What else can you add to the experience — not just for people to see, but to spark something?

Christina Hug
Turning Insight Into Action

A　Anchor in Purpose

What is the hook of your experience that grabs people, and evokes emotional resonance. Why am I here?

What is your Purpose?

Write out what you believe is the purpose of your event/experience/community:

This thing		These People
	for	

to

This Outcome

Why Does That Matter Test

Take your original purpose, and ask "Why does that matter?" 3—5 times.Then read your answers back and ask: If all of these are true, what is this really about? If it has changed, rewrite your purpose.

Dinner Party test

Read your new purpose and ask yourself: Is your purpose specific, unique, and emotionally resonant enough that someone would actually bring it up at a dinner party — and would it spark a real conversation? If you answered No to either, what's missing? How would you describe it at a dinner party?

Christina Hug

Turning Insight Into Action

W ## Weave Awe Into Design

Integrate surprise, wonder, and unexpected delight. Where in your event are people co-creating what happens next?

What can you let go of?

Review your agenda or community strategy and ask yourself these three questions:

> Where could participants make a choice that shapes what happens next? (Even a small one — like a path they take, a question they answer, or a role they step into.)

> Are there moments where people could co-create — instead of just consume? (Could they build something, respond to something, or share something that becomes part of the experience?)

> Are there any moments where people are at risk of autopilot? Putting one foot in front of the other until the experience is over? (What could make that moment more engaging, surprising, or meaningful?)

Christina Hug
Turning Insight Into Action

E Elevate Connections

What else can you place in the room — not just for people to see, but to spark something? If you want them to go deep, give them something to explore.

What's in the space?

Is there something in the space that invites people to ask questions — or share a story? (This could be physical — like an object — or metaphorical, like a prompt, activity, or visual anchor.)

Have you included anything people can talk about that isn't their job or where they're from? (Think art, food, music, personal objects, questions, rituals.)

The Inside Jokes Test

When reviewing your agenda for a gathering, ask yourself: Where are the inside jokes happening? Have you left space for sparks to turn into stories? Have you factored in play?

Communicating with the C-Suite

Hot Take

Speaker: Dani Weinstein

This session will cover the essentials and mindset needed for a Community leader to communicate the value to the various executives across the organization. Understanding how to measure Community value in the context of the business you're in and knowing your audience are critical success factors for any Community leader.

Attendees will walk away with a deeper understanding of how to break down complex valuation models in to simple statements of value whether they are speaking the Head of Support, Education, Marketing, Customer Success, Sales and Engineering.

Watch the Recording   **Check out the Session Slides**

Dani Weinstein

Community Strategy and Engagement at DW Consulting

A dynamic community strategist and engagement executive, [Name] has led transformative community programs at global brands like HP, Domo, Kaltura, and SAP. From launching seven HP Support Forums that saved millions annually to scaling Domo's B2B community in just 90 days, Dani's work consistently drives customer success, loyalty, and revenue growth.

At Kaltura, he pioneered a new customer community, and at SAP, played a key role in executing the largest community migration in the industry. Known for blending data-driven insights with authentic connection, Dani creates customer experiences that influence purchase decisions and build lasting advocacy at scale.

Connect with Dani on Linkedin →   **Check out what Dani's Talking about**

CMX summit 2025

Community, Rewritten: AI, Strategy, and What's Next

Panel

Panel Speakers: Evan Hamilton, Francisco Cruz-Mendoza, Nisha Baxi, and Derek Andersen

We're talking about how AI is reshaping community-building—from automating workflows and content creation to enhancing personalization and member engagement. But AI is only part of the story.

In this session, community leaders Evan Hamilton, Francisco Cruz-Mendoza, Nisha Baxi, and Derek Andersen will explore how their strategies are evolving in 2025, what new approaches they're testing (or doubling down on), and how their companies' expectations of community are shifting.

Whether you're experimenting with new tools or refining what already works, you'll walk away with fresh insights on what's working—and what's coming next.

Watch the Recording
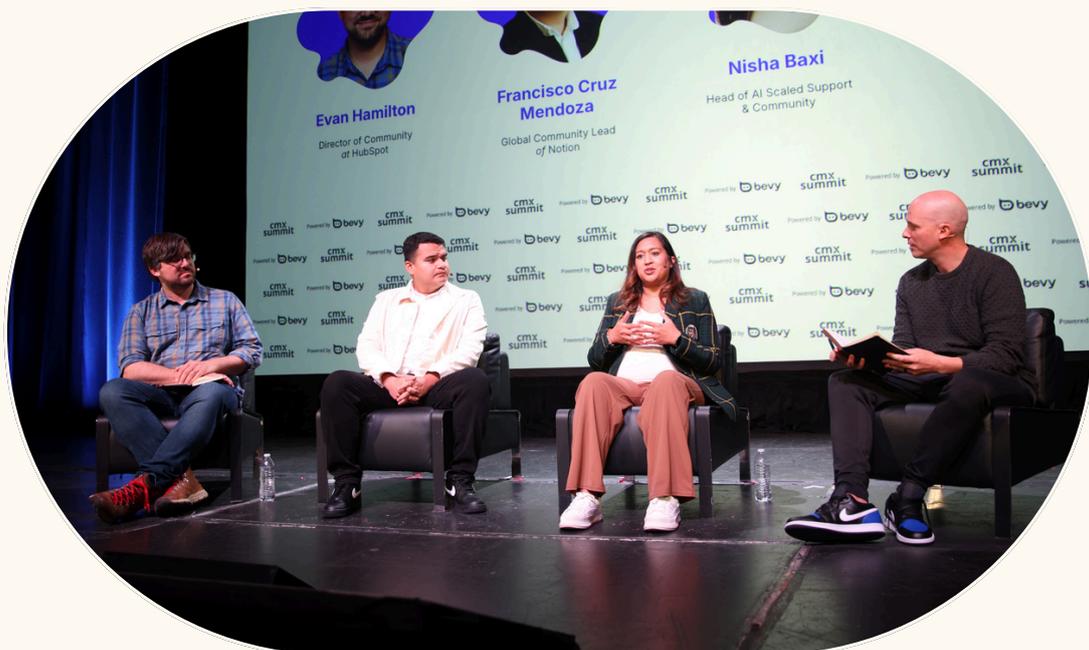
Evan, Francisco, and Derek on
stage at CMX Summit 2025

Evan Hamilton

Director of Community at Hubspot

Evan Hamilton has been building communities professionally for nearly 20 years at companies like Reddit, HubSpot, and more. Evan has built support communities, communities of practice, learner communities, superuser communities and more - all with an eye towards driving value for both members and business.

In his free time, Evan writes the Community Manager Breakfast newsletter and writes music.

Connect with Evan on Linkedin →   **The Community Manager Breakfast**

Turning Insight Into Action

AI Decision Matrix

When deciding where to start deploying AI, you want to look for the sweet spot: high time spent, low complexity of implementation, and low value.

- High time spent: choose something that's going to save your team time, of course!
- Low complexity of implementation: make it easy on yourself to start.
- Low value: if it's low value but something your team still must do, it would sure be great to get it off your plate (and if you break it, the world won't end).

This spreadsheet will help you map your tasks and figure out where to start.

Check out Evan's AI Decision Making Matrix

Francisco Cruz-Mendoza

Global Community Lead at Notion

Francisco Cruz-Mendoza is the Global Community Lead at Notion, where he plays a pivotal role in fostering and expanding the platform's global user community.

As one of the first 100 employees at Notion, he has been instrumental in shaping the company's community-driven culture and strategies

Connect with Francisco on Linkedin →

Nisha Baxi

Head of AI Scaled Support & Community at Gong

"Nisha Baxi is the Head of AI Scaled Support and Community at Gong, the Revenue Intelligence solution. For the better part of a decade, Nisha ran SVNewTech, a community for startup founders and grew it to over 15K members.

Nisha is the former Head of Marketing and founding team member of Monte Carlo, a data observability company. She spent a decade building her career working with developers and startups at tech heavyweights - Microsoft, Salesforce, and Facebook.

Nisha currently sits on the American Red Cross Silicon Valley board and confers the annual Nisha Baxi Award for that chapter.

Connect with Nisha on Linkedin →

Derek Andersen

CEO and Cofounder of Bevy

For the past 15 years Derek has been building communities. He is the co-founder/CEO of Bevy, a SaaS product that helps companies like Salesforce, Atlassian, Google, Snowflake, and Adobe build virtual and in-person communities. Bevy has raised $60M from Accel, Upfront Ventures, and others.

He co-founded Startup Grind, a community of 600 Chapters in 125 countries educating, inspiring, and connecting startup people. Since 2012 Startup Grind has hosted 20,000 events. In 2010 he co-founded Commonred which was acquired by Income.com. Derek also previously worked as a product manager at Electronic Arts. He currently lives in Palo Alto CA with his wife and four children.

**Bevy**   **Connect with Derek on Linkedin →**   **Divot**

Turning Insight Into Action

Before launching—or relaunching—a community, it's tempting to dive straight into platforms and programming. But pause. These five questions are your strategic gut-check. They help you align your community efforts with real user needs, internal support, and measurable business outcomes.

Whether you're building from scratch or scaling something that already exists, use this checklist to pressure-test your plan. Bring it to your next stakeholder meeting, workshop through it with your team, or gut-check your own assumptions. These aren't just questions—they're the foundation of a community that lasts.

1. What real problem are we solving—and why now?

If you can't clearly articulate your members' top struggles and the strategic reason for launching now, hit pause.
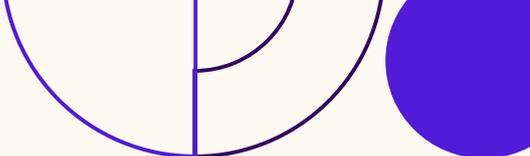
Derek Andersen

Turning Insight Into Action

2. Who are our champions—internally and externally?

Success starts with your internal advocate and your external early adopters. Without them, momentum dies early.

3. What does success look like in 6 months?

Think beyond engagement. Define business-aligned outcomes like retention, activation, or lead gen—then reverse-engineer your plan.

4. Do we have the right tools and integrations?

If you can't clearly articulate your members' top struggles and the strategic reason for launching now, hit pause.

5. Are we building for scale or depth?

Decide: is your goal to grow fast, or go deep? Your programming, tools, and structure should align with that intention.

CMX summit 2025
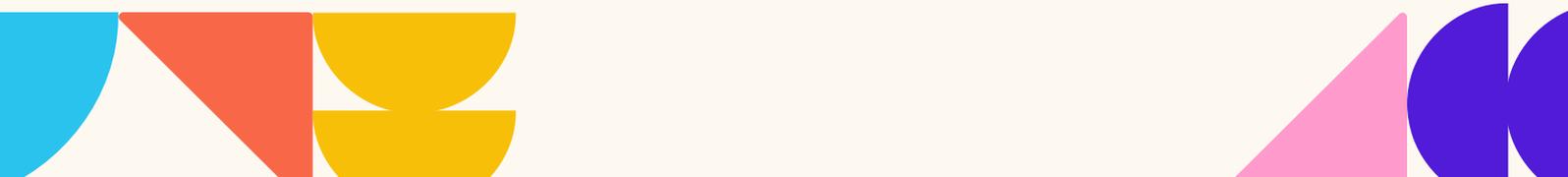
Building Intentional Communities: Highlighting What Makes TCC Unique

Keynote

Speakers: Nikki Thibodeau and Jocelyn Hsu

Join us for an insightful session led by The Community Community (TCC) Board Members, Jocelyn Hsu (Co-Lead) and Nikki Thibodeau (Founder), as they dive into what makes TCC unique.

Get a peek behind the curtain to understand the considerations around applications: How can you be exclusive while being inclusive? How do you ensure less bias during application reviews?
Then, through the lens of their onboarding process, they'll showcase what sets TCC apart, including the 90-day deactivation policy and the emphasis on context-rich posts.

Whether you're a newcomer or a seasoned community professional, this session will provide valuable insights and practical tips to help you build intentionally and apply these principles to your own community. Come learn, engage, and take away actionable strategies to enhance your community-building efforts.

Watch the Recording   **Check out the Session Slides**

Nikki and Jocelyn on stage at CMX Summit 2025

Nikki Thibodeau

Regional VP, Digital Engagement & Community at Calix

Nikki is the Regional Vice President of Digital Engagement & Community at Calix and the founder of The Community Community, a vibrant network for Senior Community Professionals. With a wealth of experience in Community and Customer Experience, Nikki excels in leadership, having guided global teams and spearheaded innovative initiatives. At Shopify, she was the first Senior Community Strategist, scaling efforts across a 10,000+ person organization and supporting over 2 million customers.

When she's not driving community success, you'll find Nikki pining for the ocean or chatting about her love of dogs (and she's always up for a conversation about tying business outcomes to community tactics.)

Connect with Nikki on Linkedin →   **The Community Community**

Jocelyn Hsu

Head of Community at Hint Health and Co-Lead of The Community Community

Jocelyn is currently the Head of Community at Hint Health where she builds programs and experiences for direct primary care physicians. Prior to Hint, she led community at Supernova, Picsart, and Udemy.

She is also the Co-Lead of The Community Community, a community for senior community professionals. Outside of community, Jocelyn can be found playing with her corgi Spirit, assembling puzzles, or getting boba.

Connect with Jocelyn on Linkedin →   **The Community Community**

Nikki Thibodeau and Jocelyn Hsu

Turning Insight Into Action

When building intentional communities, it's important to… be intentional! (Don't hate me. haha). Putting thought into the why behind key pieces of the community and what you hope those actions result in will help you achieve your goal.

As you go through this exercise, keep in mind why you're building the community and what the goal or purpose of the community is.

Setting Criteria for Private Communities

For private or closed communities, you need to set a clear criteria for who can join. Sometimes, it's as easy as saying "if you're a customer of our company, you're in." Other times, it's not as simple. But either way, you'll want to be clear about why you're making that choice.

Criteria	Intended Result	Community Result
Example: Customers Only	• Ensures access to the product • Members have a shared experience with the product/service	• Customers get support from the brand and each other around the product. • Potential for feedback loop for product improvement
Example: Must have 3 years Industry experience	• Ensures baseline experience • Members likely experienced multiple cycles, giving them perspective on patterns, long-term impact, and what works vs. what doesn't.	• Higher level of discussion and knowledge sharing • Creates a space for advanced networking and professional growth among seasoned individuals
Your turn! What criteria might you set?	What is the intended result?	What is the community result?

Nikki Thibodeau and Jocelyn Hsu

Turning Insight Into Action

Intentional Exclusivity Breed Inclusivity

It's important to understand why you're choosing to exclude certain people from the community and what you intend for that exclusion to result in. For example, consider Employee Resource Groups, a key reason why they work is because there is already a baseline of understanding between members of that group. Be clear about why you're excluding.

Excluded	Why exclude?
Example: Under 3 years experience	• Entry level questions dominate • More senior individuals don't have as much space to ask questions • More senior individuals are asked for help with not as much potential for reciprocation

Example:
No consultants or vendors
	• To create a neutral, tool-agnostic space
	  ○ Members aren't comfortable speaking honestly about tools and platforms
	  ○ Members aren't sure who's sharing real advice or who's trying to get them to buy something

Your turn! What criteria might you exclude?	Why are you excluding it?

Nikki Thibodeau and Jocelyn Hsu

Turning Insight Into Action

Creating Benefits for Members by Setting Expectations

Just hoping that something will happen isn't how to set yourself up for success. You're much more likely to get there if you set some expectations with the intention to result in a benefit. Expectations also give permission for folks to show up in a space.

Expectation	Intended Benefit
Example: Context Rich Posting (ie. Have a detailed outcome you're looking for and context of where you're starting from when asking questions)	• Allows for more context rich answers! • More people hopping into help with relevant information because they know what is needed, and they know it's worth their time to write an answer
Example: Be active at least once every 90 days	• Reactions and likes can let folks know that their posts are valuable or that you are also curious • Posts and Comments can help folks grow or make others feel seen
Your turn! What expectations might you set?	Why are you setting them?

Intentionality Benefits Everyone

By taking the time to set out what you're doing and why, this benefits not only you as the community builder — allowing you to make great decisions quickly but it also creates a better member experience who will see the benefit sooner.

Last but not least, tell your community that you are making these decisions and share your why! Community members will be able to better understand and opt in to the experience you're creating when they have all of the information.

Good luck and happy community building!

Pitch Like A Pro: An Interactive Exec Comms Workshop

Workshop

Speaker: Brian Oblinger

Want a promotion, new program, more budget, or another headcount? In this interactive workshop with Brian Oblinger, a former executive, you'll learn how to identify what you really want, craft a clear narrative, sharpen a concrete ask, and present to an executive audience to gain approval. Participants will role play real-world scenarios with Brian to build the skills, experience, and confidence to successfully engage leadership at their organizations.

Watch the Recording   **Check out the Session Slides**

Brian Oblinger

Community Strategy Consultant at Brian Oblinger Strategic Consulting

Brian Oblinger is a strategic community consultant with over 25 years of experience in the industry. He's worked with hundreds of companies like Acer, Autodesk, Comcast, eBay, The Home Depot, HP, and PlayStation.

He helps brands engage their customers to increase satisfaction, lower costs, and generate more revenue through the power of community. He's the Founder & Lead Instructor of Community Strategy Academy and a Co-host of the In Before The Lock podcast.

Connect with Brian on Linkedin →   **Brian's Website**

Community Strategy Academy   **In Before the Lock Podcast**

Brian Oblinger

Turning Insight Into Action

The goal of these frameworks are:
1. to help people understand what it means to be "more strategic"
2. how to excel at executive communication using the Outcome > Strategy > Ask model.

Brian Oblinger on stage at CMX Summit 2025

Getting what you want, In Brief

1	2	3	4
The Outcome	**The Strategy**	**The Ask**	**The Conversation**

1. The Outcome

What do you want?

What about the biz?

How do they align?

Brian Oblinger

Turning Insight Into Action

2. The Strategy

What do you want?

What about the biz?

How do they align?

3. The Ask

What do you want?

What about the biz?

How do they align?

Brian Oblinger

Turning Insight Into Action

4. The Conversation

What do you want?

What about the biz?

How do they align?

Being More Strategic, In Brief

Be Outcome-Focused

Stop talking about the *inputs*. Start talking about *outputs*. Commit and own the *results*

Spend Time Wisely

Delegate or let go of tasks that don't consistently contribute to specific strategic outcomes

Communicate Solutions

Provide *clarity*, not FUD. Focus the *why* and *what*. Tailor to Individuals' needs.

Build Business Acumen

Deeply understand your company's goals. Deeply understand your stakeholder's goals. *Directly tie what you do* to those goals and strategic outcomes, with measurements.

The CMX Guide to Community Building

Bonus Content

One of CMX's most popular resources is the CMX Guide to Community Building—a go-to playbook for community pros who want to build impactful, strategic programs. We're giving you an exclusive sneak peek right here in the Action Guide.

Use the following worksheet to identify your company's top goals, assess how your community can support them, and lay the groundwork for proving real business value. This is where your strategic planning starts.

Download the CMX Guide to Building Community

We begin with the SPACES Model which helps you connect community efforts to real business outcomes. It outlines six areas where community can drive impact: Support, Product, Acquisition, Contribution, Engagement, and Success—so you can align your strategy with company goals and prove value clearly.

S **Support**
Organizes members to answer questions for others to improve customer satisfaction and save costs.

P **Product**
Gathers feedback and insight from members to improve products and offerings.

A **Acquisition**
Drives new customers, leads, and/or users through community experiences or brand advocates.

C **Contribution**
Increases successful contributions of content, code, actions, or resources to a collaborative platform, project or initiative.

E **Engagement**
Improves loyalty and retention through a community of common interest. May be external (customers) or internal (employees, vendors, alumni).

S **Success**
Connects customers to share best practices to drive product adoption and customer expansion.

Bonus Content

Put The SPACES Model™ into practice:

1. What are the top goals of your entire company in the next 6-12 months?

2. How do your company's goals map back to the SPACES model? What are all the business outcomes your community programs can potentially impact?

Rank Each Objective

Now, rank each objective by how much impact your community can realistically have, how easily that impact can be measured, and how likely your members are to engage in programs that support it.

Here's some examples:

Company Goals	Impact	Measurability	Member Motivation	Final Rating
Increase annual sales by 2x in the next 21 months	2	1	2	5
Decrease support costs by 15%	3	3	1	7
Increase customer expansion and product adoption by 10%	1	2	3	6

Bonus Content

Company Goals	Impact	Measurability	Member Motivation	Final Rating
Now it's your turn:				

3. Based on your rankings, which outcomes will your community programs prioritize this year?

Now that you know what overall business value you are going to drive with the community, you can start planning out what content and programming needs to be put in place do you can achieve your business goals. Continue the process and download the full guide!

Download the CMX Guide to Building Community

Thank You!

Thank you for being part of CMX Summit 2025—whether you joined us in person or are just diving in through this Action Guide. We're so grateful you're part of the CMX community. Your energy, insights, and passion are what make this industry so special.

Thank you for showing up, for sharing your experiences, and for continuing to build community in meaningful, impactful ways. We hope this guide helps you carry the momentum forward and turn inspiration into action.
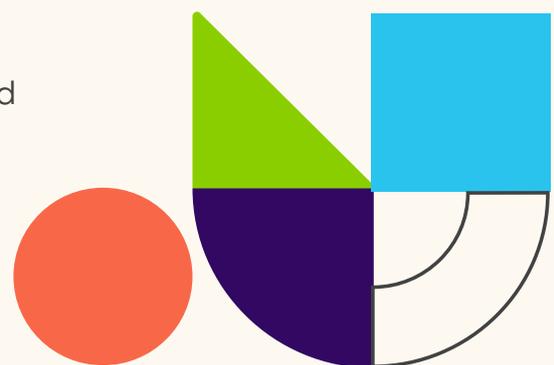
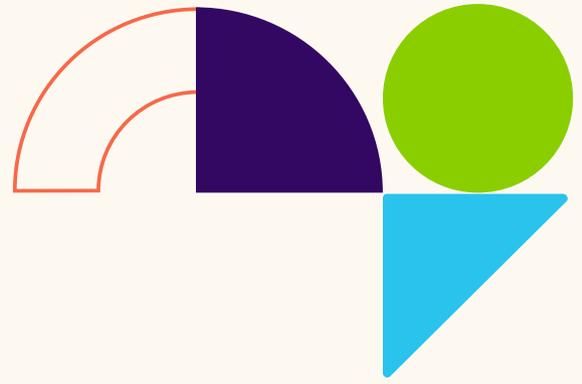CMX Summit 2025 may be over, but the magic never ends at CMX!

Get your ticket to CMX Summit 2026

Join the CMX Community!

The CMX Slack Community facilitates the sharing of information, resources, and encouragement among over three thousand community professionals. If you share a passion for community and would like to get to know a great group of friendly peers, share your knowledge, and learn something new, join us!

Join the CMX Community!

cmx summit 2025

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movate

Designed by:

Beth McIntyre
Director of Community at Bevy/CMX

Beth McIntyre is a leading voice in community building, with 7+ years of experience driving community-led growth, engagement, and advocacy. She launched CMX Connect, built the CMX Community Industry Awards from scratch, and now leads planning for CMX's annual in-person conference, CMX Summit

She currently leads all of CMX's global programs—including CMX Global, Masterclasses, the CMX Community Industry Report, and the online CMX Community—while overseeing strategy, operations, and a high-impact team. Beth believes the best communities are designed with care and intention.

Join the CMX Community!   **Connect with Beth on Linkedin →**

The Community Corner Podcast

John Martin Tan
Webflow Front-End Developer and Design Expert

John Martin Tan is a Webflow designer/developer and visual designer, supporting Bevy and CMX in creating dynamic, community-driven digital experiences.

With expertise in both development and design, he builds scalable, responsive websites and branded assets that capture the vibrant spirit of community-led growth.

Connect with John on Linkedin →

Thank You!

Thank you for showing up, for sharing your experiences, and for continuing to build community in meaningful, impactful ways.