

## Diverse Knowledge Sharing

### Reciprocal Learning, Advancing, Collaborating and Sharing

- Presenters are honest about their struggles
- Clear Impact/Takeaways of Using Lean
- Design and Owner Focused Content
- Facilitation Techniques session

## Connections

### Community, Networking & Relationships

- Connect with CoPs during Congress
- Every attendee grows their network by 1 person

## Experience

### Energy, Memorable, Worthy Investment & Recognition

- Largest Congress attendance
- Every attendee walks away with at least 1 topic they're excited to tell someone else about

## Engagement

### Communication, Visual Controls & Marketing

- Member Company Representation at Congress
- Increased Owner Engagement