

CRM rollout event

Date: July 23, 2026

Timeline

08:30 – 09:15 Guest Arrival and Welcome Coffee

Attendees check in, collect their badges, and enjoy morning coffee while networking in the foyer.

Location: Main Foyer

09:15 – 09:45 Executive Keynote: Strategic Vision

Leadership outlines the organizational benefits and strategy behind launching the new CRM platform.

Location: Auditorium A

09:45 – 10:45 Platform Overview and Core Feature Demo

Product managers present a live demonstration of core navigation, dashboard widgets, and user profiles.

Location: Auditorium A

10:45 – 11:00 Morning Refreshment Break

Participants take a short break to grab coffee and snacks before heading to hands-on training.

Location: Exhibition Hall

11:00 – 12:15 Software Training: Pipeline & Sales Management

A guided hands-on session focusing on lead creation, opportunity tracking, and managing sales pipelines.

Location: Training Lab 1

12:15 – 13:15 Networking Buffet Lunch

Attendees connect over a catered lunch and share early impressions of the new software.

Location: Dining Hall

13:15 – 14:30 Software Training: Customer Support & Workflows

An interactive workshop teaching staff how to log tickets, automate follow-ups, and process inquiries.

Location: Training Lab 1

14:30 – 15:15 Live Demo: Reporting & Custom Dashboards

Experts show how to build custom analytics reports and export data for team performance reviews.

Location: Auditorium A

15:15 – 15:30 Afternoon Tea Break

A brief intermission with tea, coffee, and light pastries before the final sessions.

Location: Exhibition Hall

15:30 – 16:15 Implementation Panel & Open Q&A

The technical project team answers questions regarding data migration, integrations, and user access.

Location: Auditorium A

16:15 – 16:35 CRM Champions Recognition

Recognizing early beta testers and departmental super-users who assisted in system configuration.

Location: Auditorium A

16:35 – 16:50 Wrap-Up and Go-Live Timeline

Closing summary highlighting key support channels, ongoing learning resources, and official go-live dates.

Location: Auditorium A

16:50 – 17:50 Launch Celebration Social

Unwind with colleagues over drinks and celebrate the successful rollout of the new CRM platform.

Location: Lounge Terrace