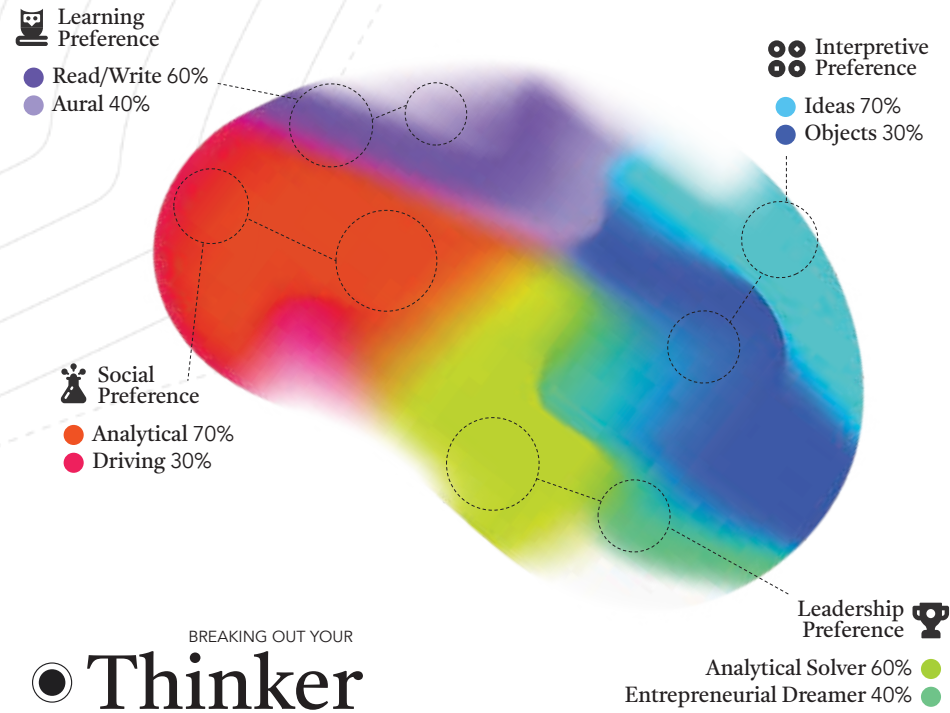


Personalization is a **journey** not a destination.

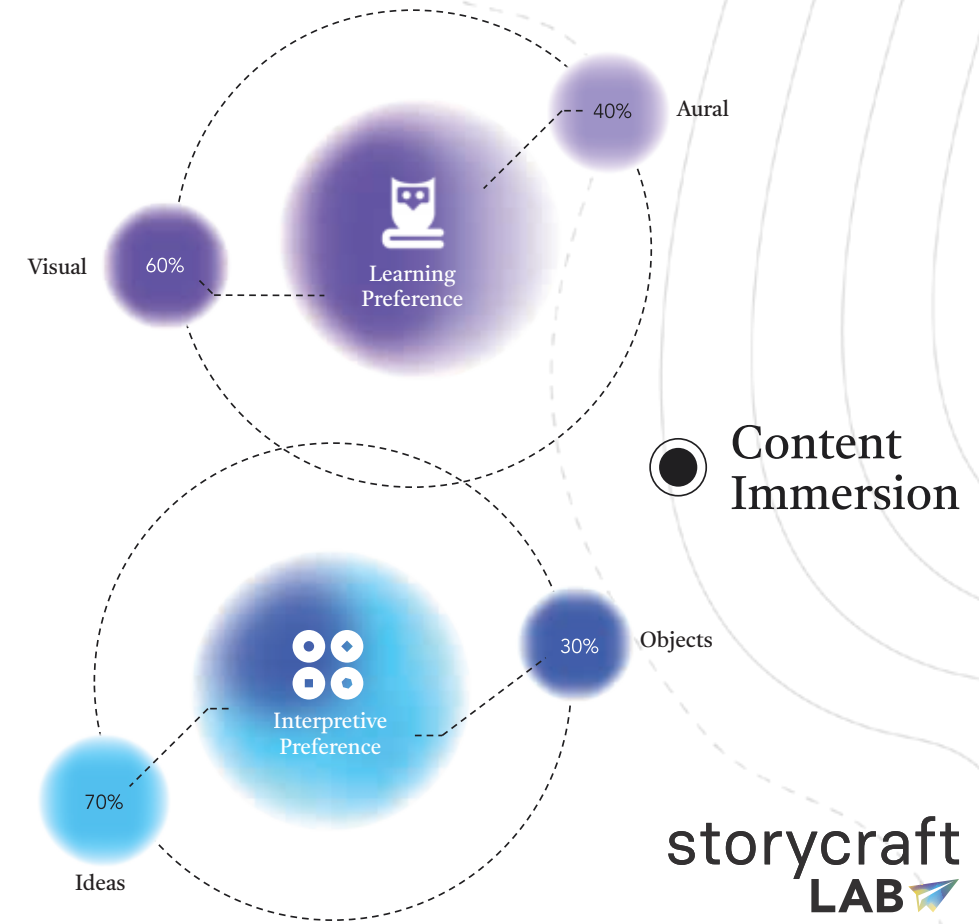
The Experience Profiles™ are a tool that works with you to identify where you sit on a variety of preference scales. Use this Trail Guide to craft a meaningful & personalized IMEX journey that is in support of your unique preferences for engagement.



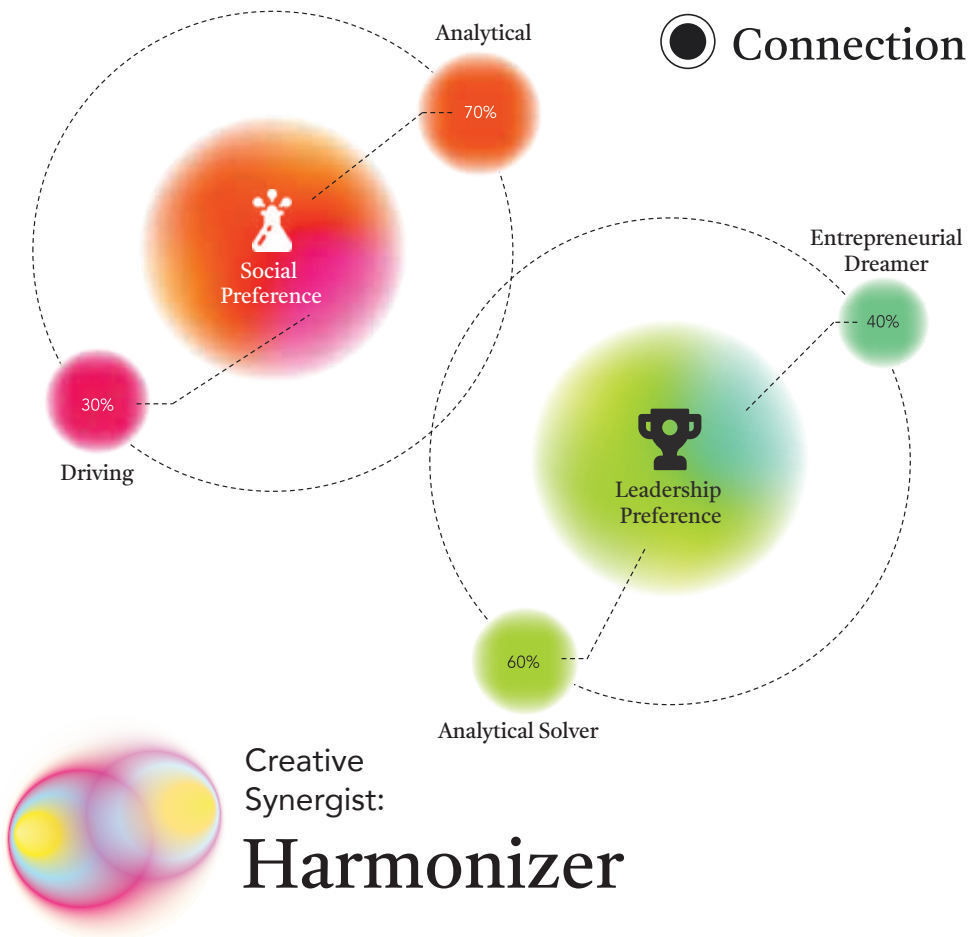
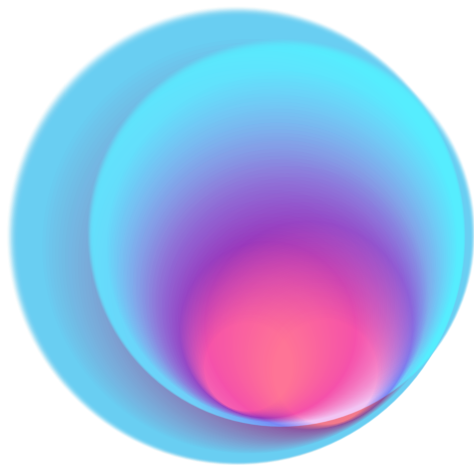
In this trail guide you'll find information about your **Experience Profile™** along with connection, education and well-being recommendations to support your IMEX experience.

Profiles are a wonderful tool for navigating experiences. They give us a way to identify our own preferences and help us consider these alongside the affinities of other attendees. This helps create an inclusive and meaningful event that's designed with our attendees' needs and desires at the center.

- Social Preference
- Interpretive Preference
- Learning Preference
- Leadership Preference



# Thinker



Social Preference

Interpretive Preference

- Desires an opportunity to listen and analyze; to pause and think before speaking.
- Follower of rules, or at least, will 'get with the program' as designed.

- Grounded in reality; experiences the world "as it is" in a very practical, literal fashion.
- Cares about solving problems using the resources that are present.

Learning Preference

Leadership Preference

- Wants to understand intent and appreciates pre-work.
- Enjoys when quiet, passive engagement can still lead to active learning.

- Leads with strategy, detail, and organization.
- Ultimately falls back on everything they've learned and seen to lead for the future.

# Connection Recommendations

1

- Join [Club Ichi](#) for an inspiring think tank session!  
 • COMMUNITY TABLE, INSPIRATION HUB F234, TUESDAY AT 10 AM
- Explore the meaning of belonging through intentional exchanges at the [Harmonizer & Thinker Synergist Networking Session](#).  
 • THE WHEEL OF BELONGING F902, WEDNESDAY AT 3:15 PM
- Connect globally in the [Shared Studios](#) to discuss Impact via an interactive link.  
 • F312

My Goals for Connection:

# My Top Picks for Sessions

4

Search for sessions [here](#).

# Well-Being Recommendations

5

- Reframe your mindset and [harness the positive aspects of stress](#) for better health.  
 • COACHING CORNER, INSPIRATION HUB F234, TUESDAY AT 10 AM
- Recharge in the [Neu Project Resilience Space](#) powered by Google Xi and Hello! Destination Management.  
 • BF111
- Foster a deep connection with yourself and the IMEX community in the [Wheel of Belonging](#).  
 • WHEEL OF BELONGING F902

My Well-being Activities:

# Activations I Want to Check-Out

2

Search Exhibitor events [here](#).

# Education Recommendations

3

- Unlock the [power of AI](#) to boost creativity and audience engagement.  
 • MORE THAN EXPERIENCE THEATER D3305, TUESDAY AT 11 AM
- Learn how a commitment to [conscious leadership](#) can elevate a sales team.  
 • PERSPECTIVES THEATER F234, WEDNESDAY AT 10:20 AM
- Join a [CoLab](#) to explore accountability and responsibility in different roles.  
 • XI COLABORATORY F234, THURSDAY AT 11:30 AM

My Goals for Education:

# Next Steps

6

How will I apply what I've learned at IMEX? Plan out your next steps post event to put your transformative experiences to use.

My Call to Action:



storycraft LAB  
Learn more at eXProfiles.io