



GrowthZone User's Conference
Plainfield, Indiana
April 1 – 2, 2025

April 1, 2025

9:30 – 10:00am	Check-in
10:00 – 10:15am	Welcome
10:15 – 11:30am	The Info Hub The Info Hub in GrowthZone is a great way for your members to take control of their own marketing by keeping their directory up to date and submitting events, jobs, hot deals, and news releases. In this session, you will learn how to set up and manage the Info Hub.
11:30 – 12noon	Introducing the Staff App Using the Staff App you will be able to easily check people in to events, accept payments for registrations and even sell additional items.
12:00 – 1pm	Lunch
1pm – 2:15pm	How to Ensure Your Emails are Getting Through We understand that emails are a critical component of engaging with your members and communicating pertinent information to stakeholders. If emails don't make it to key recipients your efforts can be wasted. In this session, you will learn tips for ensuring that your emails are getting to your contacts
2:15 – 2:30pm	Break
2:30 – 4:00	Maintaining a Clean & Healthy Database Data cleansing is so important because it improves your data quality and in doing so, increases overall productivity. When you clean your data, all outdated or incorrect information is gone – leaving you with the highest quality information



April 2, 2025

9:00 – 10:30 am	Working with Reports Your GrowthZone software provides you a wealth of reports to review and analyze your data. Whether you are looking for billing data, member retention, store sales the system provides easy to use highly customizable reports. In this session we will look at the common functions in the reports and create reports based on your input.
10:30 – 10:45	Break
10:45 – 11:30	Working with Smart Lists Using Smart Lists rosters for a List/Committee will be automatically updated based on report results. In this session we will look at how you can take advantage of this functionality.
11:30 – 12:00	Wrap Up