

DWG Member Meeting

Hosted by The Campbell's Company
Camden New Jersey

March 18–19, 2025



Sharing the journey towards digital workplace success

Join us for the Spring Member Meeting, hosted in Camden, New Jersey by **The Campbell's Company**, a trusted name in food for over 155 years.

Built to **give you access to DWG expertise** and **engage you with a top-notch practitioner network**, DWG Member Meetings are a unique opportunity to share with some of the world's leading companies.

Over two full days, you'll participate in live benchmarking, hear member insights, take part in inspiring conversations, see live tours, and much more. We're all on the journey!

See you in March.



Nancy M Goebel
CEO

DWG Member Meeting hosted by The Campbell's Company

Innovate and elevate driving digital transformation, Day 1

| | | | | | |
|-------|-----------|---|-------------|------------------|---|
| 8.30 | Arrive | Meet the DWG team and members over breakfast | 3.30 | Coffee & connect | Take time to refuel and refresh, and connect 1:1 with a peer |
| 9:00 | Open | Kick off our two-day meeting | 4.00 | Deep dive | Campbell's will take centre stage once more to share a deep dive on digital experience management leveraging Nextthink |
| 9.30 | Share | Members share recent successes, wins and challenges in a live benchmark, with time for a short break | 4.30 | Share | Plug in and share something you are working on in one of our open mic spots |
| 11.45 | Review | Sensemaking of the key themes and messages shared | 5.00 | Give | Time to review the mini benchmarks to share your experience |
| 12.00 | Lunch | Lunch and taste testing of products from The Campbell's Company | 5.10 | Wrap-up | Summary and preview of what's coming up next |
| 1:30 | Inspire | An exclusive look at the inspiring DW practices at Campbell's | 5.15 – 8.00 | Gather | Join us for drinks and a beautiful dinner hosted by The Campbell's Company |
| 2.30 | Breakouts | Your choice of breakouts curated by our host: <ul style="list-style-type: none"> Accelerating digital transformation through centers of practice, champions networks and citizen developers. Navigating the AI integration journey across platforms. Leveraging cross-functional collaboration to deliver a frictionless and personalized employee experience. | | | |

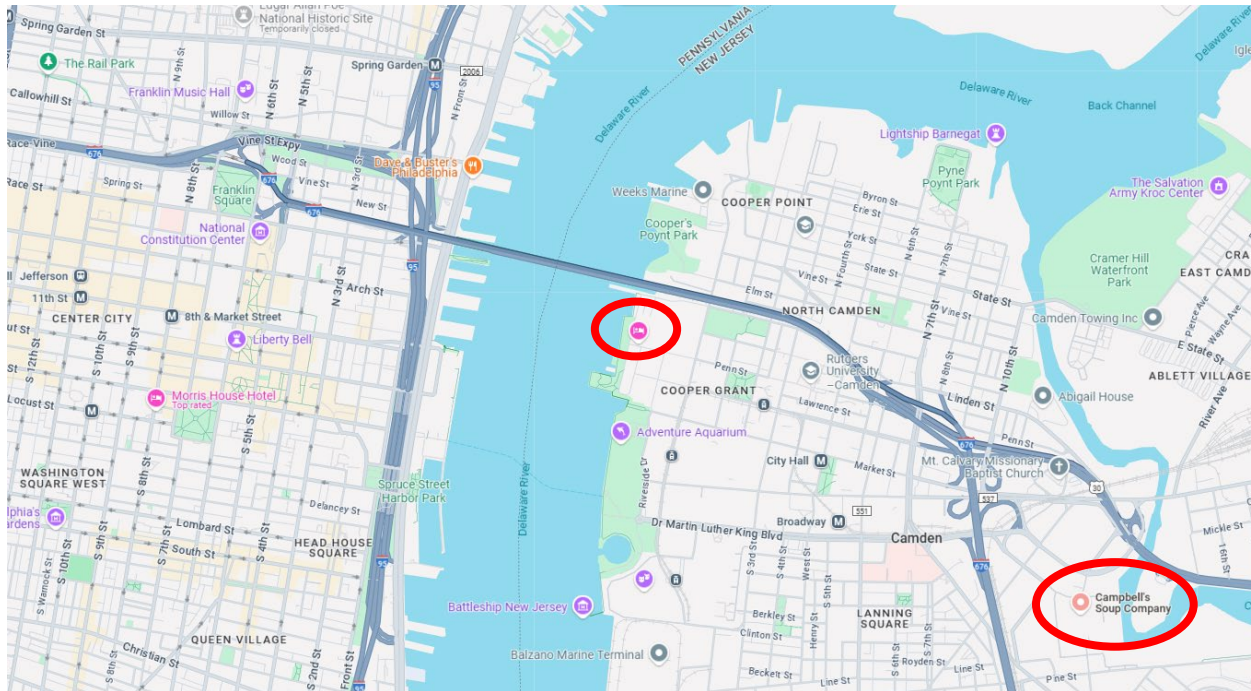
DWG Member Meeting hosted by The Campbell's Company

Innovate and elevate driving digital transformation, Day 2

| | | | | | |
|-------|------------|--|-------|----------|--|
| 8.30 | Arrive | Meet the DWG team and members over an informal breakfast | 11.40 | Reflect | Roundtable discussion based on the hottest topic of the meeting |
| 9.00 | Open | Start of Day 2 and overnight reflections | 12.00 | Lunch | Lunch and networking time |
| 9.20 | Share | Plug in and share something you are working on in one of our open mic spots | 1.00 | Tour | A unique guided tour to explore the newly renovated workspaces at Campbell's that inspire innovation with time for a coffee break |
| 9.40 | Inspire | Patrick Harris & Jill Miron will share insights into their digital communication channels, including strategies for plant workers | 2.30 | Envision | An exclusive DWG workshop with time for a short break |
| 10.10 | Tea & Talk | Take time to refuel and refresh, and connect 1:1 with a peer | 4.00 | Wrap-up | A quick wrap-up to our two-day session before we continue the conversation over drinks |
| 10.40 | Archives | A unique opportunity to get a glimpse of The Campbell's Company archives | 4.15 | Gather | Before we say goodbye, join us to express our gratitude – and receive a special gift from our hosts The Campbell's Company |

DWG Member Meeting, hosted by The Campbell's Company

1 Campbell Pl, Camden, NJ 08103 USA



DWG TEAM HOTEL

Hilton Garden Inn, New Jersey (highlighted on map)

NEAREST AIRPORT

Philadelphia International Airport (PLD)

PARKING AT CAMPBELL'S

Say you are here for the DWG meeting hosted by James Krick – visitor parking is to the left of the main entrance

CONTACT

Should you have questions regarding any aspect of the meeting:

Sarah Escott

e: sarah.escott@digitalworkplacegroup.com m: +44 (0)7951 214316

Andrea Brant

e: andrea.brant@digitalworkplacegroup.com m: +1 (650) 302 4446

ATTIRE

Business casual

QUESTIONS

Should you require any special accommodations or have any additional questions, please just let us know.

Enjoy!

@DWG

www.digitalworkplacegroup.com

