

Gartner conferences: Attend as a team to multiply your impact



$$5x + 5x + 5x = 1$$

the coverage the insights the ROI unified strategy



1 attendee covers

- ~15 sessions (maximum)
- 1 networking track
- Solo exhibitor meetings
- Limited peer connections
- Fragmented take-aways

A team of 5 covers

- 75+ sessions simultaneously
- Every keynote, every workshop, every critical track
- Comprehensive exhibitor evaluations
- 5x the strategic relationships
- A complete, actionable roadmap

Divide and conquer for complete conference coverage



Total intelligence gathering

No blind spots. No missed opportunities. Your team captures insights across key focus areas, such as **data governance, AI, data management, architecture, analytics** — simultaneously. You return with the complete picture while competitors are working with fragments.

Implementation-ready strategy

No need to brief the team later. **Your leadership experienced it together**, debated it together and built your action plan together — during the conference. You hit the ground running.

Maximum ROI per dollar

Group discounts + exponential learning = **unbeatable value**. You're not just saving money; team coverage multiplies the impact of every registration dollar.

Competitive advantage

While others may send one person (or skip it entirely), you're **building organizational knowledge** at scale. That gap compounds fast.



“
When you can divide and conquer, you're able to bring so much more value back. You can bounce those ideas off each other, and it builds so much more of a cohesive understanding and relationship in your own team.
”

Joyce Myers
Chief Data Officer, MTSI

Send a team.
Guarantee results.

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