

# A GUIDE TO

# INBOUND

BUILT BY YOU POWERED BY HUBSPOT

# 22

## By HubSpot for Nonprofits



# INTRO TO INBOUND

## What is INBOUND?

The banner features a teal background with a large orange circle on the left side. The HubSpot logo is in the top left, and the INBOUND 22 logo is in the top right. The main text is centered on the right side, listing speakers and dates. The orange circle contains the event title and details.

**HubSpot**

**INBOUND 22**  
BUILT BY YOU POWERED BY HUBSPOT

**INBOUND 2022**

**BUILT BY YOU,  
POWERED BY HUBSPOT**

**SEPT. 6-9, 2022 • HYBRID**  
BOSTON CONVENTION & EXHIBITION CENTER AND ONLINE

**PRESIDENT BARACK OBAMA  
VIOLA DAVIS • DR. JANE GOODALL  
GLENNON DOYLE**

**TJ ADESHOLA • JASON BROWN • KUDZI CHIKUMBU  
STEPHANIE CUTHBERTSON • JOHN LEE DUMAS • EMMA GREDE  
BRIAN HALLIGAN • SAM PARR • YAMINI RANGAN  
DHARMESH SHAH • JIMMY O. YANG**

In-Person. Digital. Global. INBOUND is an annual event, Built by You, Powered by HubSpot. The experience unites thought leaders from over 161 countries across marketing, sales, customer success, and revenue operations. You're officially invited to join us for our first-ever mixed reality, hybrid event, taking place September 6th - 9th, 2022.

So, what does "Built By You" actually mean for 2022? Great question! The world as we once knew it has evolved—and so have the ways in which you can experience INBOUND. Get ready to build your business, build your CRM, build your purpose, and kick your curiosity into full gear with some of the world's most impactful business leaders—all are welcome

## Why INBOUND Matters to HubSpot for Nonprofits

HubSpot for Nonprofits provides specific resources, community, and pricing for nonprofit organizations and partners. Together, our goal is to create a more just world by investing directly in organizations that are driving meaningful impact in our world. Learn more at [HubSpot.com/Nonprofits](https://HubSpot.com/Nonprofits)



## Why Nonprofits should attend INBOUND

“Even if you’re not on HubSpot, INBOUND is the conference that nonprofit leaders go to.” That’s a direct quote from a nonprofit leader at a global nonprofit organization, and we couldn’t agree more.

The INBOUND agenda reads like a masterclass in visionary leadership with meetups, panels, and resources to make sure that learnings get implemented after you leave. Nonprofit leaders and administrators can expect to find exactly what you need to be decisive about industry trends, confident in a digital-first environment, and insightful through transformation.

We’ve customized the jam-packed INBOUND agenda for nonprofits, hand-picking the best sessions for leaders in our industry to attend. Still, you’ll have to make some hard decisions, because every hour holds extraordinary value.

# HubSpot for Nonprofits' Curated Agenda

Wednesday, September 7



## HubSpot Spotlight

Join the HubSpot Spotlight on the INBOUND Main Stage to hear from Yamini Rangan, HubSpot CEO, Dharmesh Shah, co-founder and CTO, and Steph Cuthbertson, HubSpot CPO.



## Plateaued? Sleuth Your Way to a Refreshed GTM That Scales

Your GTM and brand strategy must encompass all facets of your revenue engine, including marketing, sales, CS, and RevOps. This session teaches a proven process for refreshing your GTM and building a holistic revenue engine.



## Meetup: Nonprofit Leaders and Community Members

This space provides a great spot for HubSpot for Nonprofits to show consistency and build trust with our community.



## Meetup: Women in Tech: Obtaining & Retaining a Leadership Position

This Meetup should attract women who are looking to obtain leadership positions as well as women who want to remain successful in their current leadership roles.

# HubSpot for Nonprofits' Curated Agenda

Thursday, September 8



## Spotlight: Viola Davis

The Oscar, Tony, and Emmy award-winning actor, producer, and philanthropist takes center stage in this morning session.



## Building an Environment of Belonging

It's highly likely your company has D&I as one of its core values, and so do you. If you'd ask all your employees if they feel they belong, though, do you know what the answer would be?



## Talking Too Loud: How To Spend More Time With Your Audience

Join host of Talking Too Loud, Chris Savage, as we covers how consumers are constantly inundated with all sorts of information and marketing every day. How do we get audiences to spend meaningful time with brands?



## 4 Tips for a Killer Pillar Page & Content Cluster Strategy

In this session with George B. Thomas on pillar page and content cluster strategy, you'll learn how to easily create the right content around the topics that your business wants to be know for. After this session, you'll have a mental roadmap and template to use to create the right pages, post, and pillars to create a powerful and effective inbound and content sales/marketing strategy.

# HubSpot for Nonprofits' Curated Agenda

Friday, September 9



## Spotlight: Kudzi Chikumbu

Join us for this special morning session with Kudzi Chikumbu, Director of Creator Community, and TJ Adeshola, Head of Global Content Partnerships at Twitter.



## The Netflixization of Marketing: Turning Creativity Into Marketing Fuel

Netflix, Disney+, and even TikTok—they've raised the bar on audience expectations. The result? Whether you're creating on behalf of Pixar, an enterprise brand, a small business, or even just yourself, you've got to get creative if you want to compete.



## The Future of Community-led Growth Through Impact-driven Eyes

Nonprofits exist in a world that measures success by revenue and by the ways we engage our communities. Platforms that enable depth in relationships—like HubSpot—have always been critical to the growth of nonprofits.



## How Your Business Can Use Video Across Your Customer Journey

This workshop provides an interactive framework for creating the most impactful videos and getting them in front of the right audience at the right point in the customer's journey.



## How to join the HubSpot for Nonprofits Community

Enroll your organization in HubSpot's Nonprofit program at [hubspot.com/nonprofits](https://hubspot.com/nonprofits) —we're excited to welcome you to the fold. For folks joining us in person at INBOUND, find us at our [Nonprofit Meetup](#) on Wednesday, September 7 at 1:15 PM. Or, stay connected year-round in digital through [HubSpot's Nonprofit Community board](#), where you'll find tips on best-practices for CRM setups, tricks for getting the most out of your personalized workflows, and at-your-fingertips workshops that'll walk you through our most popular nonprofit software integrations.

## Highlighting Nonprofits in the Community

HubSpot works with more than 4,000 nonprofit organizations around the world. Here at INBOUND, you won't want to miss insights from leaders at FIRST Inspires, the Association for Supervision and Curriculum Development, and IGNITE National. You can catch all three nonprofits in conversation with HubSpot's director of Nonprofits, Julia Ford, on the customer stage. Get ready to hear how nonprofits can guide the way for a privacy-first digital world, where marketers, fundraisers, and nonprofit professionals focus on building engagement strategies that leverage first-party data to craft programs that scale in both reach and depth. See you there!



## How to redeem your discount code

Nonprofit professionals—including both nonprofit team members and agency staff or nonprofit-specific software teams—are eligible to receive a 25% discount on virtual passes to INBOUND.

Apply the following discount code at checkout: HSNP25OFFINBOUND



## How to get your boss to approve this as an expense:

We know that when it comes to getting expenses approved, the real question is: what's the ROI? When it comes to actionable takeaways, inspirational content, and sharpening your skill set INBOUND is known across the industry to be one of the most impactful events for sales, marketing, revenue operations, and customer success professionals. Here are a few tips to get your boss to say yes:

- Ask your boss if there's anything specific that you'd need to gather to make the purchase worthwhile for the company.
- Share the website, specifically the agenda. This will give your boss the opportunity to see the type of content that you'll be consuming at INBOUND.
- Provide your boss with a schedule for each day. Let them know what sessions you'll be attending and how you'll be reporting back on what you've learned.



## How to connect with the HubSpot for Nonprofits team:

Reach out to our team at [nonprofits@hubspot.com](mailto:nonprofits@hubspot.com) and let us know what's on your mind. We look forward to hearing from you!