

# Leverage the Power of the V2MOM for Your Events

Use this V2MOM template as a starting place for your future events and kick off your planning strategy the Salesforce way.



## VISION

The Vision represents what you want to achieve or accomplish. It focuses on what's most important. Writing a great vision helps you set the North Star for your event.

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### Example

*At Salesforce Connections 2022, you'll learn **HOW** to make every moment count and work cross-functionally to humanize digital interactions, build loyalty, and **WOW** your customers. This is **THE** premier industry event that brings marketing, commerce, and digital professionals together – safely – to inspire, educate, and connect.*

*We will bring together industry leaders, executives, and hands-on practitioners for a brand new event experience – with all of the magic of an in-person experience you know and love, live from Chicago, and the best and biggest moments streaming live on Salesforce+. Custom-built to inspire and motivate everyone – in every role, industry, or location – to succeed in the digital-first, work from anywhere world.*



## VALUES

Values represent the principles or beliefs that are most important as you pursue your Vision. These are the key tenets you hold your event accountable for.

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### Example

*Innovation  
Connection  
Impact  
Inspiration*



## METHODS & MEASURES

Methods represent the actions you take to achieve your Vision. These can be broken down by event category like registration, sessions, staffing, or channel like in-person, live broadcast, and on-demand, etc.

Measures tell you and others when you've achieved success or successfully completed your Methods. They focus on the measurable outcomes of your work, not your day-to-day activities.

### Method 1

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### Measure 1

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### Method 2

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### Measure 2

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### Method 3

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### Measure 3

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### Method 4

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### Measure 4

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### Method 5

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### Measure 5

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### Example

*Method 1: Drive Innovation and Customer Engagement*

*Measure 1: Create lounge areas for customers in similar industries to interact with experts and Trailblazers*

*Measure 2: Test new and exciting activations*



## OBSTACLES

Obstacles are things that block your progress, get in your way, or make it difficult to accomplish what you've outlined. Identifying Obstacles before you jump into your work helps you anticipate challenges and proactively consider how to overcome them.


### Example

*Covid-19 space restrictions, health and safety*