



ANNIVERSARY
UNIVERSITY®

Welcome

Lisa Alonge

Founder, Anniversary University®

**THE
ANNIVERSARY
FORUM**

 **#anniversaryforum**



WELCOME



Carpenters' Hall



THE ANNIVERSARY FORUM

#anniversaryforum

Anniversary University®

Making Milestones Matter



THINK Phase



research- ponder-discuss

survey- dream- question

Milestone Anniversaries are....

A **Once-in-a-Lifetime** Opportunity

1. Tell your story like you haven't before
2. Create a legacy project for societal good
3. Inspire your organization, customers, and partners in a **bold** plan to move forward

Unique Characteristics of Anniversaries



Most visible, resource-heavy, enterprise-wide campaigns



Requires cross functional leaders to come together for common purpose



Uncharted territory for 95% of executives

Anniversaries are a
forcing function for **change**

**”I want everything to change except
your spouse and children”**

Lee Kun-Hee, CEO-Samsung

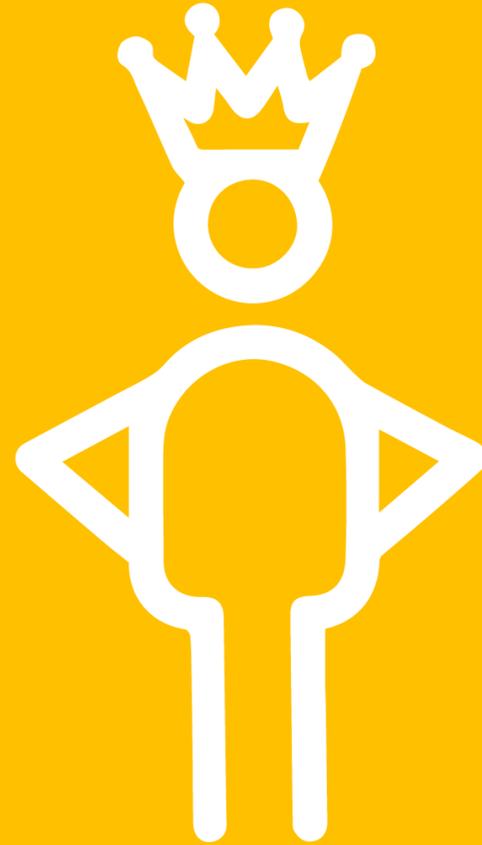


“The Anniversary Effect”





Host

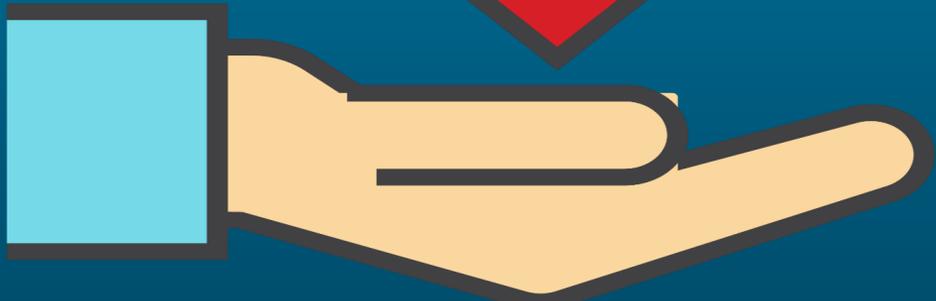


~~Hero~~

PURPOSE

Doing **Good is Good** for Business!

7- Eleven
Education is Freedom



Salesforce
End Hunger Now





“The most powerful aspects of an anniversary are those that create a **movement**, not just a moment.”

Kevin Bishop | IBM
David French | National Parks