

The Cafe Mix

Innovation Cafes offer a view into the collective thoughts and experiences of professionals, users and business leaders who represent various roles across a variety of organizations. The mix of roles is critical to giving all guests access to a broad spectrum of views.

For each event, an equal number of participants (typically 4 or 5) are selected to attend from each of the following groups.

- Web Users (High-usage/frequent web users in the area related to our core topic)
- Marketing (Marketing specialists and generalists across all channels)
- Sales (Products, advertising, etc)
- Operations (Administration, support, fulfillment)
- Executive Influencers (executives, investors)
- Planning (Project managers, product managers, consultants)
- Engineering (Designers, developers, engineers), and
- External Partners (Advertisers, distributors, affiliates)