



Three Reasons Why Square 9's Encompass Conference Makes Sense!

We are getting close to the time of the year when Square 9 hosts its well-anticipated [information technology conference](#). Known as Encompass, this conference has one end goal of creating a relaxed atmosphere that delivers valuable knowledge to anyone seeking to understand more about document management solutions.

The Encompass event is not limited solely to those who use Square 9's solutions, as this forum maximizes the value of [document management technology](#). The information that can be learned at this conference ranges in topic from better serving customers, to utilizing document management software to its greatest potential. Whether you've attended in the past, are a first timer, or are thinking of attending, I want to share some specific reasons as to why I believe it is important for you to be there.

The People

From customers, to resellers, to industry experts, and Square 9 professionals, you can be assured the right people are in the room. I'm frequently asked how many people attend this conference each year and my answer remains the same. While we continue to see steady growth and continue to build on each conference, it is not about how many people attend, but rather, ensuring the right people attend. Square 9 staff members are a viable resource to have access to, not just to get your questions answered, but to discuss specific business needs and add-on technologies to further enhance your success. Beyond learning about new things you didn't previously know, Encompass is an opportunity for customers to share ideas with other end users across various industries. From discussions on use cases to challenges and solutions, people often come away with new ideas, new approaches and new ways to utilize their document management software.

The Right Mix of Education

Encompass offers education for all, whether end users, resellers, or technical or business-oriented staff. With unique session tracks geared towards your interests and needs, every attendee will greatly benefit from this year's educational series, which include courses designed for both our new and experienced community members. The Reseller Education sessions allow dealers to learn from other resellers, as they share unique selling approaches and strategies for winning new business. Meanwhile, Product Education sessions allow customers to discover best practices for utilizing [document management software](#). Led by expert Square 9 educators, each Encompass education course is designed with you in mind! Whether you are technical or not, these sessions give you a full spectrum of opportunity to get more familiar with all the solutions Square 9 has to offer, from content management to capture automation, process workflows, and more! In doing so, each attendee can feel invigorated after Encompass, with a rejuvenated sense of service to their company and customers.

Lively Entertainment

Square 9 always puts on a quality event, and Encompass is no exception. Hosted at the remarkable Gaylord Opryland Resort & Convention Center, Encompass will provide some of the best entertainment in Nashville, including talented fiddlers to welcome you to a botanical wonderland at the Water's Edge, and a magnificent bucket list opportunity to enjoy dinner and drinks at the historic Grand Ole Opry, country music's most famous stage. This dinner includes an intimate award ceremony providing you with the opportunity to be recognized amongst your peers for your unique Square 9 success story and dedication to office technology solutions. But entertainment goes well beyond the confines of the Gaylord Opryland Resort! If you've never been to Nashville, we encourage you to stay a few extra days to experience the vibrant energy of the famous Music City!

So, what are you waiting for? Join us October 3-5, 2018 in Nashville for an information management conference unlike any other! We invite you to soak in all that Encompass has to offer by taking advantage of the opportunity to network, connect, and meet new people in a relaxing and inviting atmosphere. Learn more at www.encompassconference.com.



Marketing Communications Manager **Lauren Ford** is the dynamic voice behind Square 9 Softworks. Delivering highly effective messaging across reseller channels, end user communities and outside agencies, Ford develops, drives and executes communication plans that effectively support Square 9's overall marketing goals and objectives. To learn more visit www.square-9.com.