



IMPORTANT ATTENDEE PLANNING INFO

The countdown for the **2016 MBTI® Users Conference** has officially begun! To ensure you're in the know, compiled below are key conference details. Get ready. It's a lot. However, it's everything you need to know to make the most of your time at the conference and during your stay in San Francisco. And, rest assured, once you arrive, you can count on my well-informed teammates for all the guidance you need! For now, here you go:

CONFERENCE VENUE

Sir Francis Drake Hotel: 450 Powell Street San Francisco, CA 94102

SCHEDULE-AT-GLANCE

MONDAY, SEPTEMBER 26, 2016

8:00 AM–5:00 PM: Pre-conference Workshops (details about individual workshops below)
1:30 PM–4:30 PM: Main Conference Check-in/Registration Desk on Mezzanine Level
6:00 PM–9:00 PM: Welcome Reception at the Starlight Room

TUESDAY, SEPTEMBER 27, 2016

7:30 AM–8:15 AM: Breakfast Served on Mezzanine Level
8:30 AM–5:15 PM: Keynote, Breakout Sessions & Networking on 2nd Floor
5:30 PM–7:30 PM: Customer Appreciation Happy Hour at Gaspar Brassier

WEDNESDAY, SEPTEMBER 28, 2016

7:30 AM–8:15 AM: Breakfast Served on Mezzanine Level
8:30 AM–12:30 PM: Keynote, Breakout Sessions & Networking on 2nd Floor

AGENDA

During the main conference there will be over 20+ sessions to choose from and attend, many taking place concurrently. You can now view the final agenda along with session descriptions [here](#) to begin to map out your own breakout session agenda. (You do not need to pre-select or reserve sessions, though there will be ample room, seating is on a first come basis.)

CHECK-IN & BADGE PICK-UP DETAILS

Pre-Conference Workshops*

Registration and badge pick-up for pre-registered attendees for either of the morning pre-conference workshops is at 7:30 AM-8:00 AM on the 2nd Floor in the Pre-function Area. Light

breakfast will be served. Registration and badge pick-up for the afternoon workshop begins at 12:30-1:00pm on the 2nd Floor, Pre-function area. Mid-afternoon refreshments will be served. If you have questions about which one(s) you've signed up for, simply email me for confirmation.

- **MBTI® Step II™ Workshop**
8:00AM–4:00PM, 2nd Floor, Carmel Room
- **Strategic Focus: Applying the Art of Strategic Thinking to Building Your Business**
8:00AM–12:00PM, 2nd Floor, Cypress/Monterey Room
- **Cultivating Connections Interactive Strategies for MBTI® Type Application** 1:00PM–12:00PM, 2nd Floor, Cypress/Monterey Room

*Participation in pre-conference workshops requires advance sign-up and additional fees.

EVENT & NETWORKING DETAILS

Welcome Reception

Come meet and reunite with fellow conference goers! Head to the top floor of the Sir Francis Drake to enjoy the Welcome Reception in the Starlight Room, listed as one of San Francisco's "Best Hotel Bars" by Food & Wine magazine. Take in the breathtaking panoramic views of San Francisco's city lights as you enjoy classic cocktails and heavy hors d'oeuvres in a dazzling setting.

- **Where:** Starlight Room, Top Floor of Sir Francis Drake
- **When:** Monday, September 26, 6:00 PM-9:00 PM

Customer Appreciation Happy Hour

Here's to you and the contributions you've made to the world around you. Swing by for pre-dinner fun and networking at the Customer Appreciation Happy Hour at Gaspar Brasserie.

- **Where:** Gaspar Brasserie, 185 Sutter Street—an easy 5-minute walk, 3 blocks down Sutter Street
- **When:** Tuesday, September 27, 5:30 PM-7:30 PM

CHECKLIST FOR PACKING

Packing for a conference can be stressful. Here are some starting point tips to build upon:

- Business casual outfits
- Sightseeing outfits for free time (bring warm layers especially for in the evenings)
- Light coat or jacket (it tends to get chilly in the conference rooms)
- Toiletries
- Prescription/over-the-counter medication
- Glasses/contact lenses
- Sunglasses
- Phone charger
- Plenty of business cards

- Comfortable shoes
- You won't need a notebook, as one will be provided to you on the first day.

If you forget anything, there are several Walgreens and CVS stores within walking distance.

San Francisco Weather Forecast

The weather forecast in San Francisco is expected to be in the mid-70s during the conference. September is "summer" here! If you plan to go out at night, it will be a bit chilly, so bring a jacket with you. [Keep up-to-date with the current weather forecast.](#)

ADDITIONAL TRAVEL INFORMATION TO SAN FRANCISCO, CALIFORNIA

Sir Francis Drake Hotel is located just 14.4 miles from the San Francisco International Airport (SFO) and approximately 20 miles from Metropolitan Oakland International Airport (OAK), making it easily accessible for travelers to the 2016 MBTI[®] Users Conference.

If you plan to drive from either airport or travel by taxi, you can anticipate 35–45 minutes of travel time between airport and hotel. Sir Drake Hotel is also easily accessible from either airport via public transportation. The Bay Area's train, BART (www.bart.gov), can take you from either airport to within one block of Sir Drake Hotel. For more information about public transportation, please visit www.511.org. Driving directions to Sir Francis Drake hotel can be accessed [here](#). Also, valet parking is available to Sir Francis Drake guests for a nightly rate.

Also, during your stay, feel free to visit the many area attractions, which are all located within a short walking distance, such as the San Francisco Museum of Modern Art, St. Mary Square, American Conservatory Theater, Lotta's Fountain, Knob Hill, TransAmerica Pyramid, Old St. Mary's Cathedral, and Grace Cathedral. There are plenty of nearby restaurants and shops to make your trip complete.

Can't wait to see you!



Larry Romero

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MBTI[®] Users Conference | #MBTIconf
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PS. We will be using **#MBTIConf** throughout the event. Please use this hashtag if you plan to tweet or post about the conference!