

ST Trip Participant Experience - Session Schedule

Segment	Format	Speaker/ Source	Time	Segment Owner	Start	End
Introductions	Speaker	Sarah	30 min	Sarah/Will Video	9:00	9:30
Customer Service	Video	Youtube	10 min	Sarah	9:30	9:40
Popsicle Moments	Videos	Youtube	20 min	Sarah	9:40	10:00
“Competitor Analysis”	Self Study	Austin Stone	10 min	Spark Team	10:10	10:20
EF Ultimate Break	Self Study	Video/QR	15 min	Spark Team	10:20	10:35
Break			10		10:35	10:45
Customer Journey		Sarah/Bri	1.5hr	Spark Team	10:45	12:00
Lunch	Break		30		12:00	12:30
Brainstorming		Sarah/Bri	1.5 hr	Spark Team	12:30	2:00
Break			10		2:00	2:10
Prototyping		Sarah/Bri	1.5 hr	Spark Team	2:10	3:40
Presentations & Conclusion		Teams Share	20 min	Spark Team	3:40	4:00