



# 2020 IoT Symposium

Tuesday, April 28, 2020

8:30am-5:00pm

Reception 5:00-7:00pm

Embassy Suites Downtown Grand Rapids  
710 Monroe Ave NW, Grand Rapids, MI 49503

**For more information and to register**  
[spindancetraining.com](http://spindancetraining.com)

**SpinDance invites you to its 3rd annual IoT symposium. At this event, you will:**

- Hear about the latest trends in IoT from keynote Stacey Higginbotham, IoT Expert, Editor and Contributor
- Learn how to assess where your company is in the IoT journey and what to do next
- Better understand how to build an IoT strategy systematically
- Learn how to deliver an IoT product successfully
- Hear from other companies in a variety of industries who will share their IoT story including tips, challenges, and successes
- Network with others on various stages of the IoT journey

A one-of-a-kind event for executives, marketers, engineers, and IoT professionals to gain the framework, support, and inspiration needed to achieve success in IoT into the future.

## about the event

*Studies predict that between now and 2035, the world will have a trillion connected computers built into everything from food packaging to bridges and clothes. Keeping the pace and strategizing how to be successful in IOT is a challenge for most companies.*

*Whether you are just starting the journey of IoT or realizing the conversion to a tech company, overcoming the challenges through a proven process and support is what makes for a successful transformation.*

*Gain the knowledge, support, and inspiration to achieve success in IoT.*

## what past attendees say

"Great day! Our team took away IoT development insights and ambitious conversations. We also encountered a ton of diverse people and organizations at the event. Well done!"

"SpinDance always provides quality educational content. Looking forward to attending other SpinDance events!"

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## keynote speaker

Stacey Higginbotham has been covering technology for major publications for 18 years. She is an expert when it comes to the internet of things and technology in general. Her work has appeared in Fortune (where she was Senior Editor), PCMag, MIT Tech Review, Gigaom and Worth magazine. She is also a co-host on This Week in Google. Stacey has a news publication called Stacey on IoT that covers the Internet of Things and she is host of an Internet of Things Podcast and editor of a weekly newsletter.

