



XBO Experience 2024

Attendee Information



Nov. 12-13, 2024

Atlanta

Georgia Tech

XBO Experience 2024

Building Next-Generation Talent in Commercial Integration

Introducing the XBO Experience, a new NSCA and Ignite collaboration designed by and for emerging talent in the commercial integration industry.

Inspiring Positive Change

XBO was created in partnership with Ignite to fill a persistent gap in the commercial integration industry, nurturing next-generation talent for leadership positions. This one-of-a-kind event will continue Ignite's work of inspiring positive change and intelligent understanding to develop new leaders within the industry.

What to Expect at XBO

The XBO Experience will bring a new focus to ongoing and emerging trends, as well as educate newer professionals about the industry's best practices and most proven methods. Powered by NSCA's Next-Gen Academy curriculum with support from NSCA's tried-and-true business insights, XBO is the perfect way to prepare new leaders for the generational shift underway now.

XBO will be held on Nov. 12-13, 2024, in Atlanta at Georgia Tech.

Participants and supporters can expect:

- **Next-Gen Training:** Discuss business and management skills that put the next generation on track for leadership positions.
- **Interactive Learning:** Roleplay and experience industry challenges with real-world relevancy in an energized setting.
- **Career Insights:** Learn how fellow attendees and presenters came into the industry and their own plans for development.
- **Ethical Explorations:** Dig into real-world examples of company ethics and core values in action.

Why XBO?

The next generation of integration professionals has bigger expectations for their professional development.

In today's tight labor market, overlooking the needs of these future leaders is a luxury your company can't afford. XBO is a strategic opportunity to invest in your best and brightest with an organization that has a strong reputation for leadership development.

- **87% of young professionals** rate professional or career growth and development as very important.
- **71% of millennials** are unhappy with how their leadership skills are being developed.
- **50% of millennials** say advancement opportunities are extremely important when applying for a new job.

Who Should Attend?

- ✓ Integrators
- ✓ Consultants
- ✓ AV, communications, life safety and electronic security solutions manufacturers

Consider XBO as the complement to NSCA's flagship Business & Leadership Conference (BLC). BLC educates existing industry leaders, while XBO is aimed at future leaders.



Level Up Your Career

Whether you're new to the industry or rising fast, XBO offers industry-specific development and networking opportunities made for the next generation of integration leaders. Build relationships with future integration leaders.

Peer Driven: Collaborate with fellow attendees and build business networks that last.

Next-Gen Speakers: Hear from the thought leaders and innovators driving today's trends.

Dynamic Sessions: Bounce ideas and learn leadership skills in a truly energized setting.

Next-Level Fun: Build relationships in a fun, energetic environment you'll actually enjoy.

XBO Attendee Pass: \$400

Register Today <https://www.nasca.org/events/xbo/>

Want to learn more about attending XBO or joining the Next-Gen

Academy? Email Laura Janssen at ljanssen@nsca.org or call (319) 861-8627.