Excelerate =SUM(it) Contest: Robert Cialdini Prize Bundle

Who	Forum Members: Vena Customers and Prospects
When (Contest Period)	April 11 - 30, 2022
Where	forum.plantogrow.com

Prize

1x ticket to private group Q&A with **Robert Cialdini, PhD** at Excelerate =SUM(it), **AND**
1x $100 Amazon gift card

- Total of 3 prize bundles (Q&A Ticket & Gift Card) available to be won
- Q&A event will happen on Monday, May 9, 2022 at 12:30pm (Eastern)

About **Robert Cialdini, PhD**:
New York Times bestselling author, *Influence: The Psychology of Persuasion* and most-cited social psychologist in the fields of influence and persuasion

Eligibility

- Must be a Forum member prior to April 30, 2022
- Vena customers and prospects (excluding Vena employees)
- Posted on the Introduce Yourself Thread
- Profile Picture updated

How To Win

- Cumulative engagement points will be tracked during the contest period based on activity on forum.plantogrow.com
- The 3 winners will be randomly selected based on their cumulative engagement points earned during the contest period. Each point = 1 entry to the draw.
  - Example: During the contest period 100 points were earned by a forum member. The name will be entered 100 times for the draw. The more engagement points, the more times the name will be entered into the pool for a greater chance of winning.
- Weekly leaderboard updates of engagement point totals will be posted to the forums - be sure to log in to check it out!
- **Contest closes on April 30th at 11:59 PM**. The announcement of winners will happen on May 3rd

How to Earn Points

Activity	Description	Points
Discussion & Content		
Discussion – new threads started	Awarded for each Discussion Group thread the user has started	8
Discussion – replies to group	Awarded for each Discussion Group post the user has written	5
Discussion Group Subscriptions	Awarded for each Discussion Group list to which the user is subscribed in real-time	3
Discussion – replies to sender	Awarded for each Message sent to a Discussion Post Author from within Discussions	3
Messages Sent	Awarded for each person to person messages that the user has sent thru the directory	3
Liked Content	The number of times content created by the user was liked by others	3
Messages Received	Awarded for each person to person message the user has received and read	1
Website Pages Viewed	Awarded for each website page the user has viewed	1
Networking		
Contact Invitations Sent	Awarded for each invitation to become a contact that the user has sent out	3
Contacts (Friends)	Awarded for each contact or friend the user currently has	2
Contact Invitations Accepted	Awarded for each invitation to become a contact that the user has received and accepted from others	1
Library		
Library Entry Comments	Awarded for each comment the user has made on Resource Library entries	2
Library Entries Viewed	Awarded for each Resource Library entry the user has viewed in detail	1
Account Setup		
Profile Picture Updated	Awarded for each update the user has made to their profile picture	5
Contact Information Updated	Awarded for each update the user has made to their contact information	2
Bio Updated	Awarded for each update the user has made to their bio	2
Job History Updated	Awarded for each update the user has made to their job history	2
Education Details Updated	Awarded for each update the user has made to their education details	2