

BREAK THE RULES

BINGO!

What is CMWorld Bingo?

What makes CMWorld special? The people. Our speakers, attendees, and sponsors are smart, witty, and fun to be around. Networking is something we all are wanting right now, and CMWorld Bingo gives you a way to have those conversations that make CMWorld great.

How do I play?

CMWorld Bingo is just like the classic game, without the colorful chips and loud caller. Print the CMWorld Bingo card to play along. You can find the card in our attendee Facebook Group or on the CMWorld blog. While you're watching a session, chatting with a sponsor, or sitting in a Birds of a Feather room, start marking off squares. Once you've completed a row, column, or diagonal, you have CMWorld Bingo!

What should I do once I've gotten a winning card?

Take a photo of your bingo card and post it to Twitter, tagging @CMContent and using the hashtag #CMWorld. (Not on Twitter? You can email us at cmi_marketing@informa.com) We're working on an honor system. No official will verify your squares. So play nice, be honest, and have fun!

Is it free to play?

Yes!

Are there prizes?

Six winners will be chosen at random. Five winners will receive a \$50 Amazon gift card. One Grand Prize winner will be awarded an All-Access Pass to Content Marketing World 2021. Winners can choose to donate their prize to the Orange Effect Foundation, CMWorld's charity of choice. For a chance to win, completed bingo cards must be posted by Sunday, October 18, 2020.





content
marketing™
world2020

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BINGO!

Scheduled
a Solutions
Hub 1-on-1

Joined the
CMWorld
Facebook
Group

Took a
selfie

Visited a
sponsor
drop-in
chat

Shared a
photo for
the virtual
dog walk

Played
Rock Hall
trivia

Wore
something
orange this
week

Purchased
a book
from the
bookstore

Attended
a previous
CMWorld

Downloaded
a resource
from the
Solutions
Hub

Stopped
by the CMI
Help Desk

Attended a
live AMA



Live
tweeted a
keynote or
session

Watched
CMWorld
at home

Watched
CMWorld
from the
office

Tweeted
in a past
#CMWorld
Twitter chat

Listened
to Luvvie
Ajayi Jones'
podcast

Watched
W. Kamau
Bell's
docuseries

Made a
Healthy
Snack

Joined a
Birds of a
Feather
discussion

Took a walk
outside

Donated
to Orange
Effect
Foundation

Turned off all
notifications
to watch
CMWorld

Told a
friend how
awesome
CMWorld is

#CMWorld